



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

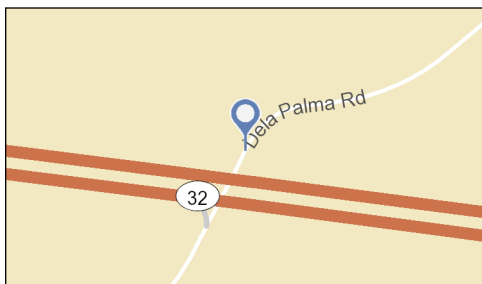
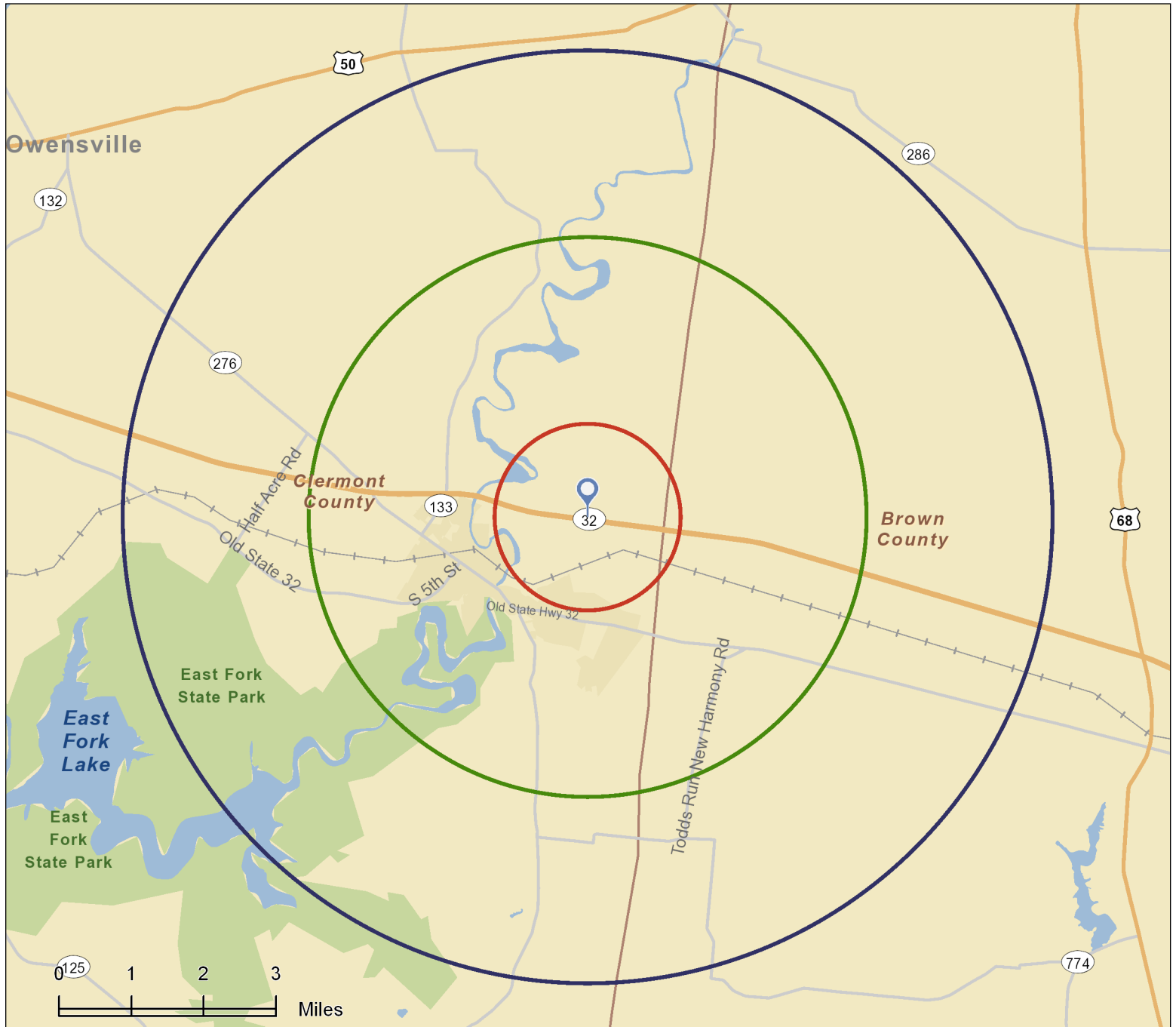
## Site Map

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196



March 27, 2012



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## Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	404	5,743	11,771
2000 Group Quarters	6	68	139
2010 Total Population	452	6,452	13,371
2015 Total Population	473	6,723	13,970
2010-2015 Annual Rate	0.91%	0.83%	0.88%
<b>Household Summary</b>			
2000 Households	143	2,104	4,216
2000 Average Household Size	2.78	2.70	2.76
2010 Households	163	2,417	4,899
2010 Average Household Size	2.73	2.64	2.70
2015 Households	172	2,533	5,151
2015 Average Household Size	2.72	2.63	2.69
2010-2015 Annual Rate	1.08%	0.94%	1.01%
2000 Families	106	1,597	3,268
2000 Average Family Size	3.22	3.08	3.12
2010 Families	119	1,803	3,730
2010 Average Family Size	3.16	3.03	3.07
2015 Families	124	1,877	3,894
2015 Average Family Size	3.16	3.02	3.06
2010-2015 Annual Rate	0.83%	0.81%	0.86%
<b>Housing Unit Summary</b>			
2000 Housing Units	146	2,250	4,519
Owner Occupied Housing Units	68.4%	71.7%	75.9%
Renter Occupied Housing Units	25.7%	21.9%	17.7%
Vacant Housing Units	5.9%	6.4%	6.4%
2010 Housing Units	172	2,658	5,409
Owner Occupied Housing Units	68.0%	68.9%	72.4%
Renter Occupied Housing Units	26.7%	22.1%	18.1%
Vacant Housing Units	5.2%	9.1%	9.4%
2015 Housing Units	184	2,831	5,780
Owner Occupied Housing Units	66.8%	67.5%	71.0%
Renter Occupied Housing Units	26.6%	22.0%	18.1%
Vacant Housing Units	6.5%	10.5%	10.9%
<b>Median Household Income</b>			
2000	\$46,919	\$43,596	\$43,972
2010	\$54,930	\$53,069	\$54,202
2015	\$60,228	\$58,526	\$59,971
<b>Median Home Value</b>			
2000	\$135,417	\$97,349	\$95,167
2010	\$164,706	\$122,794	\$116,587
2015	\$183,088	\$138,216	\$129,444
<b>Per Capita Income</b>			
2000	\$20,649	\$18,595	\$18,473
2010	\$23,153	\$22,329	\$22,684
2015	\$25,606	\$24,824	\$25,290
<b>Median Age</b>			
2000	36.6	35.1	34.7
2010	40.1	38.4	37.8
2015	41.3	39.4	38.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	144	2,112	4,240
<\$15,000	7.6%	11.4%	10.8%
\$15,000 - \$24,999	13.2%	11.3%	11.2%
\$25,000 - \$34,999	13.2%	15.3%	15.3%
\$35,000 - \$49,999	20.8%	21.6%	21.3%
\$50,000 - \$74,999	25.0%	23.8%	23.7%
\$75,000 - \$99,999	17.4%	11.4%	11.3%
\$100,000 - \$149,999	2.1%	3.7%	5.0%
\$150,000 - \$199,999	0.0%	0.4%	0.5%
\$200,000+	0.7%	1.1%	0.9%
Average Household Income	\$54,956	\$50,684	\$50,769
<b>2010 Households by Income</b>			
Household Income Base	163	2,416	4,900
<\$15,000	6.1%	7.9%	7.1%
\$15,000 - \$24,999	9.2%	8.5%	8.1%
\$25,000 - \$34,999	10.4%	10.0%	9.3%
\$35,000 - \$49,999	17.2%	19.1%	19.6%
\$50,000 - \$74,999	28.2%	29.0%	28.0%
\$75,000 - \$99,999	20.9%	15.2%	15.6%
\$100,000 - \$149,999	7.4%	8.5%	10.1%
\$150,000 - \$199,999	0.0%	0.7%	1.1%
\$200,000+	0.6%	1.2%	1.1%
Average Household Income	\$60,324	\$59,860	\$61,854
<b>2015 Households by Income</b>			
Household Income Base	171	2,534	5,150
<\$15,000	5.3%	7.1%	6.3%
\$15,000 - \$24,999	7.0%	6.7%	6.3%
\$25,000 - \$34,999	7.6%	7.5%	6.8%
\$35,000 - \$49,999	13.5%	13.6%	13.8%
\$50,000 - \$74,999	31.0%	33.6%	32.4%
\$75,000 - \$99,999	24.0%	17.0%	17.4%
\$100,000 - \$149,999	10.5%	12.2%	14.2%
\$150,000 - \$199,999	0.0%	0.9%	1.6%
\$200,000+	1.2%	1.5%	1.3%
Average Household Income	\$66,558	\$66,131	\$68,561
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	101	1,607	3,401
<\$50,000	4.0%	7.8%	14.6%
\$50,000 - \$99,999	31.7%	44.6%	39.7%
\$100,000 - \$149,999	24.8%	25.3%	24.3%
\$150,000 - \$199,999	22.8%	12.1%	11.8%
\$200,000 - \$299,999	6.9%	5.0%	5.2%
\$300,000 - \$499,999	5.9%	2.9%	2.6%
\$500,000 - \$999,999	0.0%	0.5%	0.7%
\$1,000,000 +	4.0%	1.7%	1.1%
Average Home Value	\$188,228	\$135,331	\$124,896
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	37	485	783
With Cash Rent	97.3%	92.2%	91.2%
No Cash Rent	2.7%	7.8%	8.8%
Median Rent	\$479	\$441	\$426
Average Rent	\$470	\$422	\$411

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Made with Esri Business Analyst



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<b>2000 Population by Age</b>			
Total	406	5,741	11,769
0 - 4	6.4%	6.6%	6.9%
5 - 9	7.4%	8.0%	7.9%
10 - 14	7.6%	8.3%	8.5%
15 - 24	12.1%	12.8%	13.1%
25 - 34	13.8%	14.0%	14.1%
35 - 44	18.7%	18.4%	18.4%
45 - 54	14.5%	13.8%	13.7%
55 - 64	8.9%	8.5%	8.4%
65 - 74	5.9%	5.5%	5.4%
75 - 84	3.7%	3.3%	3.0%
85 +	1.0%	0.7%	0.6%
18 +	73.0%	72.1%	71.7%
<b>2010 Population by Age</b>			
Total	448	6,450	13,372
0 - 4	6.0%	6.5%	6.9%
5 - 9	6.7%	6.9%	7.1%
10 - 14	7.1%	7.0%	7.0%
15 - 24	10.9%	12.2%	12.5%
25 - 34	10.9%	12.3%	12.5%
35 - 44	15.8%	14.8%	14.6%
45 - 54	18.1%	17.2%	17.0%
55 - 64	12.9%	12.2%	12.0%
65 - 74	6.7%	6.5%	6.3%
75 - 84	3.6%	3.3%	3.1%
85 +	1.1%	1.1%	1.1%
18 +	75.7%	75.1%	74.7%
<b>2015 Population by Age</b>			
Total	471	6,722	13,969
0 - 4	5.9%	6.4%	6.6%
5 - 9	6.4%	6.7%	6.9%
10 - 14	7.2%	7.3%	7.3%
15 - 24	11.0%	11.7%	11.8%
25 - 34	11.5%	12.1%	12.7%
35 - 44	13.8%	13.9%	13.6%
45 - 54	15.5%	14.9%	14.8%
55 - 64	15.7%	14.4%	14.1%
65 - 74	8.5%	8.1%	7.9%
75 - 84	3.2%	3.4%	3.3%
85 +	1.3%	1.2%	1.1%
18 +	76.3%	75.6%	75.1%
<b>2000 Population by Sex</b>			
Males	47.8%	48.7%	49.3%
Females	52.2%	51.3%	50.7%
<b>2010 Population by Sex</b>			
Males	48.2%	49.4%	49.8%
Females	51.8%	50.6%	50.2%
<b>2015 Population by Sex</b>			
Males	48.6%	49.5%	49.9%
Females	51.4%	50.5%	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Race/Ethnicity</b>			
Total	403	5,742	11,771
White Alone	99.0%	98.7%	98.5%
Black Alone	0.4%	0.2%	0.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.0%	0.1%	0.1%
Two or More Races	0.5%	0.6%	0.7%
Hispanic Origin	0.2%	0.4%	0.5%
Diversity Index	3.0	3.4	4.0
<b>2010 Population by Race/Ethnicity</b>			
Total	452	6,451	13,372
White Alone	98.2%	98.3%	98.0%
Black Alone	0.7%	0.4%	0.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	0.7%	0.8%	0.9%
Hispanic Origin	0.4%	0.6%	0.8%
Diversity Index	4.4	4.7	5.4
<b>2015 Population by Race/Ethnicity</b>			
Total	473	6,723	13,970
White Alone	98.1%	98.1%	97.7%
Black Alone	0.7%	0.4%	0.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	0.8%	0.9%	1.0%
Hispanic Origin	0.6%	0.7%	0.9%
Diversity Index	4.9	5.2	6.1
<b>2000 Population 3+ by School Enrollment</b>			
Total	389	5,511	11,226
Enrolled in Nursery/Preschool	3.1%	2.1%	1.9%
Enrolled in Kindergarten	1.8%	1.9%	1.6%
Enrolled in Grade 1-8	11.1%	13.2%	12.9%
Enrolled in Grade 9-12	6.9%	6.7%	7.2%
Enrolled in College	2.6%	2.9%	3.3%
Enrolled in Grad/Prof School	1.0%	0.5%	0.4%
Not Enrolled in School	73.5%	72.8%	72.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	311	4,346	8,910
Less Than 9th Grade	4.8%	4.7%	4.7%
9th to 12th Grade, No Diploma	8.7%	14.6%	14.9%
High School Graduate	46.5%	45.4%	45.6%
Some College, No Degree	15.7%	16.6%	16.6%
Associate Degree	9.3%	7.1%	7.2%
Bachelor's Degree	8.7%	7.4%	7.0%
Graduate/Professional Degree	6.4%	4.1%	4.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	362	5,136	10,576
Never Married	23.0%	24.5%	25.5%
Married	58.7%	57.5%	58.5%
Widowed	6.1%	5.5%	4.7%
Divorced	12.2%	12.5%	11.3%
<b>2000 Population 16+ by Employment Status</b>			
Total	315	4,353	8,938
In Labor Force	66.7%	67.0%	68.3%
Civilian Employed	65.1%	63.9%	65.5%
Civilian Unemployed	1.6%	3.1%	2.8%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	33.3%	33.0%	31.7%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.1%	86.8%	87.6%
Civilian Unemployed	9.9%	13.2%	12.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.8%	89.2%	89.9%
Civilian Unemployed	8.2%	10.8%	10.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	161	2,245	4,500
Own Children < 6 Only	6.8%	6.8%	7.2%
Employed/in Armed Forces	4.3%	4.4%	4.3%
Unemployed	0.0%	0.4%	0.6%
Not in Labor Force	2.5%	2.0%	2.4%
Own Children <6 and 6-17 Only	8.1%	6.9%	6.0%
Employed/in Armed Forces	6.2%	4.4%	4.0%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	1.9%	2.4%	1.8%
Own Children 6-17 Only	20.5%	22.8%	23.0%
Employed/in Armed Forces	16.8%	16.9%	17.2%
Unemployed	0.0%	0.7%	0.6%
Not in Labor Force	3.7%	5.2%	5.1%
No Own Children < 18	64.6%	63.4%	63.9%
Employed/in Armed Forces	28.6%	30.2%	32.5%
Unemployed	1.2%	1.7%	1.4%
Not in Labor Force	34.8%	31.6%	29.9%
<b>2010 Employed Population 16+ by Industry</b>			
Total	208	2,910	6,146
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	8.2%	7.5%	7.8%
Manufacturing	18.3%	19.4%	18.7%
Wholesale Trade	3.8%	3.4%	3.4%
Retail Trade	7.2%	11.4%	13.5%
Transportation/Utilities	4.3%	4.8%	4.5%
Information	1.0%	1.8%	1.8%
Finance/Insurance/Real Estate	5.8%	5.7%	4.9%
Services	45.7%	41.4%	41.5%
Public Administration	5.8%	4.3%	3.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	211	2,912	6,145
White Collar	51.7%	48.2%	48.2%
Management/Business/Financial	18.0%	11.2%	9.8%
Professional	13.7%	13.6%	14.3%
Sales	5.7%	8.9%	9.4%
Administrative Support	14.2%	14.5%	14.8%
Services	14.2%	16.9%	17.7%
Blue Collar	34.1%	34.9%	34.1%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	7.1%	6.7%	7.5%
Installation/Maintenance/Repair	7.1%	7.6%	8.0%
Production	10.0%	11.9%	10.8%
Transportation/Material Moving	10.0%	8.3%	7.6%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	202	2,725	5,730
Drove Alone - Car, Truck, or Van	84.2%	79.9%	80.4%
Carpooled - Car, Truck, or Van	12.4%	15.6%	15.3%
Public Transportation	0.0%	0.6%	0.8%
Walked	0.5%	1.0%	0.7%
Other Means	1.0%	1.1%	0.7%
Worked at Home	2.0%	1.9%	2.1%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	202	2,723	5,729
Did not Work at Home	98.0%	98.1%	97.9%
Less than 5 minutes	2.0%	2.3%	1.8%
5 to 9 minutes	8.4%	6.2%	5.7%
10 to 19 minutes	23.3%	17.8%	17.8%
20 to 24 minutes	12.4%	11.6%	11.0%
25 to 34 minutes	10.4%	18.3%	19.4%
35 to 44 minutes	11.9%	10.6%	10.2%
45 to 59 minutes	17.8%	21.4%	22.2%
60 to 89 minutes	8.4%	7.9%	8.0%
90 or more minutes	3.5%	1.9%	1.8%
Worked at Home	2.0%	1.9%	2.1%
Average Travel Time to Work (in min)	32.4	32.4	32.7
<b>2000 Households by Vehicles Available</b>			
Total	142	2,106	4,210
None	6.5%	6.0%	4.5%
1	25.8%	24.3%	22.6%
2	38.1%	40.8%	43.4%
3	19.1%	20.2%	19.8%
4	8.5%	5.3%	5.9%
5+	2.1%	3.5%	3.8%
Average Number of Vehicles Available	2.1	2.1	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	143	2,103	4,215
Family Households	74.1%	75.9%	77.5%
Married-couple Family	60.1%	61.0%	62.4%
With Related Children	30.8%	30.7%	31.7%
Other Family (No Spouse)	14.0%	15.0%	15.1%
With Related Children	8.4%	10.0%	10.5%
Nonfamily Households	25.9%	24.1%	22.5%
Householder Living Alone	21.0%	19.3%	17.8%
Householder Not Living Alone	4.9%	4.8%	4.7%
Households with Related Children	39.2%	40.7%	42.1%
Households with Persons 65+	22.4%	19.6%	18.2%
<b>2000 Households by Size</b>			
Total	143	2,104	4,216
1 Person Household	21.0%	19.3%	17.8%
2 Person Household	33.6%	33.1%	32.9%
3 Person Household	18.9%	19.3%	19.5%
4 Person Household	17.5%	17.7%	18.6%
5 Person Household	6.3%	7.1%	7.5%
6 Person Household	2.1%	2.3%	2.4%
7 + Person Household	0.7%	1.1%	1.2%
<b>2000 Households by Year Householder Moved In</b>			
Total	143	2,104	4,209
Moved in 1999 to March 2000	20.3%	17.9%	17.7%
Moved in 1995 to 1998	20.3%	28.2%	29.3%
Moved in 1990 to 1994	14.7%	17.0%	17.3%
Moved in 1980 to 1989	13.3%	14.7%	15.7%
Moved in 1970 to 1979	14.0%	11.5%	10.7%
Moved in 1969 or Earlier	17.5%	10.7%	9.3%
Median Year Householder Moved In	1992	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	143	2,233	4,464
1, Detached	81.8%	74.5%	70.1%
1, Attached	0.0%	0.8%	0.8%
2	2.1%	2.5%	1.7%
3 or 4	0.0%	2.0%	1.7%
5 to 9	0.0%	1.2%	1.1%
10 to 19	15.4%	6.8%	4.1%
20 +	0.0%	0.3%	0.3%
Mobile Home	0.7%	12.0%	20.3%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	147	2,233	4,464
1999 to March 2000	2.0%	2.0%	4.3%
1995 to 1998	5.4%	10.4%	12.7%
1990 to 1994	7.5%	8.2%	10.3%
1980 to 1989	12.2%	12.9%	16.2%
1970 to 1979	21.8%	18.4%	17.9%
1969 or Earlier	51.0%	48.1%	38.5%
Median Year Structure Built	1969	1971	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Green Acres	Midland Crowd	Midland Crowd
2.	Rustbelt Traditions	Green Acres	Salt of the Earth
3.		Rustbelt Traditions	Green Acres
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$232,057	\$3,398,185	\$7,131,044
Average Spent	\$1,419.76	\$1,406.14	\$1,455.50
Spending Potential Index	59	59	61
Computers & Accessories: Total \$	\$30,974	\$449,437	\$941,253
Average Spent	\$189.51	\$185.97	\$192.12
Spending Potential Index	86	85	87
Education: Total \$	\$185,896	\$2,601,922	\$5,314,161
Average Spent	\$1,137.34	\$1,076.65	\$1,084.66
Spending Potential Index	93	88	89
Entertainment/Recreation: Total \$	\$473,436	\$6,913,818	\$14,479,455
Average Spent	\$2,896.56	\$2,860.87	\$2,955.37
Spending Potential Index	90	89	92
Food at Home: Total \$	\$619,393	\$9,271,251	\$19,483,431
Average Spent	\$3,789.55	\$3,836.36	\$3,976.73
Spending Potential Index	85	86	89
Food Away from Home: Total \$	\$452,440	\$6,691,695	\$14,061,994
Average Spent	\$2,768.11	\$2,768.96	\$2,870.17
Spending Potential Index	86	86	89
Health Care: Total \$	\$548,717	\$8,298,613	\$17,286,632
Average Spent	\$3,357.15	\$3,433.89	\$3,528.34
Spending Potential Index	90	92	95
HH Furnishings & Equipment: Total \$	\$259,429	\$3,762,367	\$7,893,919
Average Spent	\$1,587.23	\$1,556.83	\$1,611.21
Spending Potential Index	77	76	78
Investments: Total \$	\$255,352	\$3,652,023	\$7,476,490
Average Spent	\$1,562.29	\$1,511.17	\$1,526.01
Spending Potential Index	90	87	88
Retail Goods: Total \$	\$3,405,036	\$50,771,007	\$106,844,347
Average Spent	\$20,832.60	\$21,008.57	\$21,807.79
Spending Potential Index	84	85	88
Shelter: Total \$	\$2,185,451	\$31,143,114	\$65,273,104
Average Spent	\$13,370.97	\$12,886.73	\$13,322.76
Spending Potential Index	85	82	84
TV/Video/Audio: Total \$	\$172,852	\$2,594,507	\$5,458,937
Average Spent	\$1,057.54	\$1,073.58	\$1,114.21
Spending Potential Index	85	86	90
Travel: Total \$	\$277,603	\$3,845,820	\$7,982,583
Average Spent	\$1,698.42	\$1,591.37	\$1,629.31
Spending Potential Index	90	84	86
Vehicle Maintenance & Repairs: Total \$	\$133,580	\$1,984,759	\$4,178,302
Average Spent	\$817.27	\$821.28	\$852.83
Spending Potential Index	87	87	90

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



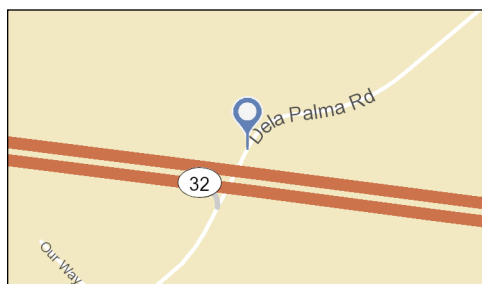
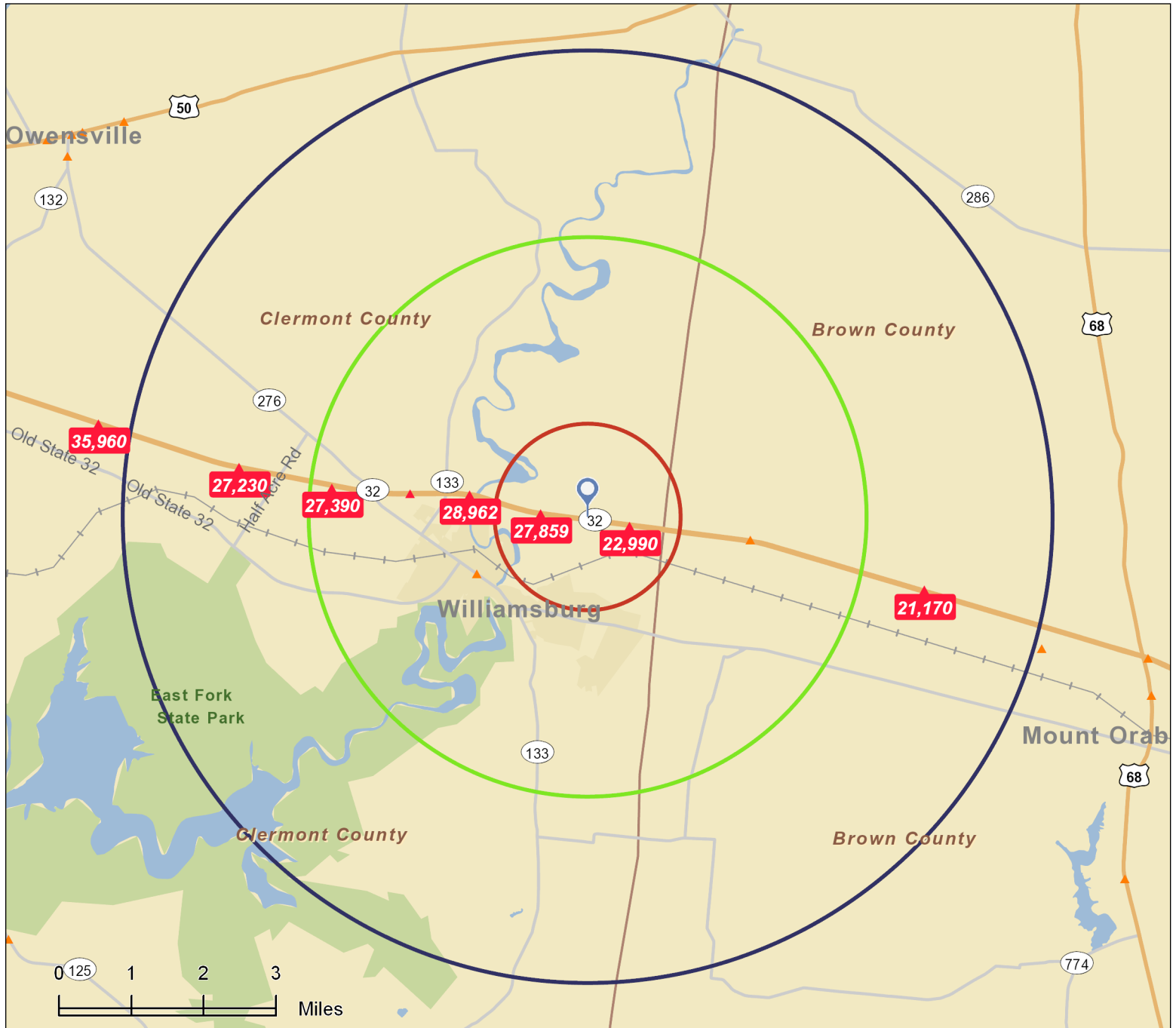
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



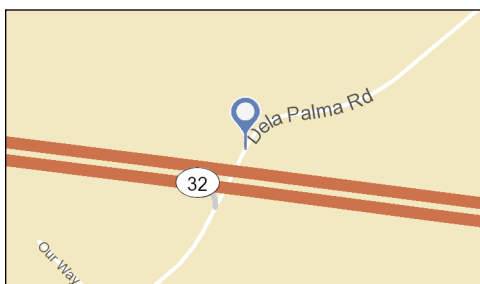
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map - Close Up

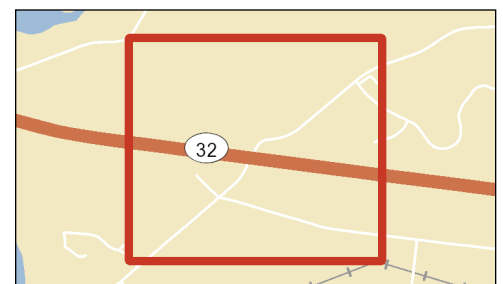
Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1, 3, 5 Miles

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**Average Daily Traffic Volume**  
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March 27, 2012



# Business Summary

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
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Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		10		172		293						
Total Employees:		214		1,829		4,007						
Total Residential Population:		452		6,452		13,371						
Employee/Residential Population Ratio:		0.47		0.28		0.30						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	3.7%	1	0.6%	7	4.3%	24	1.3%	17	5.7%	63	1.6%
Construction	2	18.5%	9	4.1%	23	13.6%	120	6.6%	46	15.5%	221	5.5%
Manufacturing	1	11.1%	148	69.0%	10	5.8%	902	49.3%	18	6.2%	2,170	54.2%
Transportation	1	7.4%	9	4.0%	7	4.0%	64	3.5%	13	4.4%	97	2.4%
Communication	0	1.2%	5	2.2%	1	0.4%	28	1.6%	1	0.3%	40	1.0%
Utility	0	0.0%	0	0.0%	1	0.5%	3	0.1%	3	0.9%	6	0.1%
Wholesale Trade	0	1.2%	0	0.0%	4	2.3%	9	0.5%	9	3.2%	35	0.9%
Retail Trade Summary	1	13.6%	9	4.1%	32	18.8%	143	7.8%	49	16.7%	229	5.7%
Home Improvement	0	3.7%	1	0.3%	2	1.2%	4	0.2%	5	1.7%	13	0.3%
General Merchandise Stores	0	2.5%	1	0.4%	2	1.4%	9	0.5%	3	1.0%	11	0.3%
Food Stores	0	0.0%	0	0.0%	2	1.4%	45	2.5%	3	1.2%	46	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	0	3.7%	3	1.6%	4	2.4%	23	1.3%	9	2.9%	38	0.9%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	3	1.7%	1	0.1%	5	1.7%	13	0.3%
Eating & Drinking Places	0	1.2%	4	1.7%	7	4.1%	40	2.2%	10	3.4%	80	2.0%
Miscellaneous Retail	0	2.5%	0	0.1%	11	6.5%	21	1.2%	14	4.7%	27	0.7%
Finance, Insurance, Real Estate Summary	0	4.9%	0	0.2%	11	6.2%	23	1.2%	16	5.6%	51	1.3%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	2	1.2%	12	0.7%	3	0.9%	17	0.4%
Securities Brokers	0	0.0%	0	0.0%	2	1.2%	1	0.1%	2	0.7%	1	0.0%
Insurance Carriers & Agents	0	2.5%	0	0.1%	2	1.4%	5	0.3%	3	1.0%	5	0.1%
Real Estate, Holding, Other Investment Offices	0	2.5%	0	0.2%	4	2.4%	5	0.3%	9	3.0%	28	0.7%
Services Summary	3	33.3%	28	12.9%	65	37.8%	440	24.1%	105	35.8%	991	24.7%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Automotive Services	0	4.9%	2	0.7%	11	6.2%	37	2.0%	17	5.8%	64	1.6%
Motion Pictures & Amusements	0	3.7%	1	0.7%	5	2.8%	11	0.6%	9	3.2%	24	0.6%
Health Services	0	2.5%	1	0.3%	2	1.4%	33	1.8%	5	1.7%	79	2.0%
Legal Services	0	0.0%	0	0.0%	1	0.6%	4	0.2%	1	0.3%	4	0.1%
Education Institutions & Libraries	0	2.5%	10	4.7%	6	3.7%	122	6.6%	9	3.0%	203	5.1%
Other Services	2	19.8%	14	6.6%	40	23.1%	233	12.7%	64	21.8%	617	15.4%
Government	0	4.9%	6	2.8%	8	4.6%	73	4.0%	12	4.1%	104	2.6%
Other	0	0.0%	0	0.0%	3	1.7%	0	0.0%	4	1.5%	0	0.0%
Totals	10	100%	214	100%	172	100%	1,829	100%	293	100%	4,007	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



# Business Summary

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Rings: 1, 3, 5 miles radii

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Latitude: 39.0635  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	1.2%	0	0.1%	3	1.7%	9	0.5%	7	2.3%	20	0.5%
Mining	0	0.0%	0	0.0%	0	0.1%	6	0.4%	1	0.3%	28	0.7%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	2	19.8%	9	4.2%	25	14.3%	125	6.8%	48	16.2%	230	5.8%
Manufacturing	1	11.1%	148	69.0%	10	5.8%	902	49.3%	18	6.2%	2,177	54.3%
Wholesale Trade	0	1.2%	0	0.0%	4	2.1%	9	0.5%	9	3.0%	34	0.9%
Retail Trade	1	12.3%	5	2.4%	24	14.1%	103	5.6%	38	12.8%	141	3.5%
Motor Vehicle & Parts Dealers	0	1.2%	1	0.6%	2	1.4%	9	0.5%	6	2.0%	16	0.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	3	1.7%	1	0.1%	4	1.5%	5	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	0	2.5%	0	0.1%	1	0.8%	1	0.1%	4	1.4%	10	0.2%
Food & Beverage Stores	0	0.0%	0	0.0%	1	0.8%	45	2.5%	3	1.0%	51	1.3%
Health & Personal Care Stores	0	0.0%	0	0.0%	1	0.6%	9	0.5%	1	0.3%	9	0.2%
Gasoline Stations	0	2.5%	2	1.1%	2	1.0%	15	0.8%	3	0.9%	22	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.8%	1	0.1%	3	0.9%	2	0.0%
General Merchandise Stores	0	2.5%	1	0.4%	2	1.4%	9	0.5%	3	1.0%	11	0.3%
Miscellaneous Store Retailers	0	3.7%	1	0.3%	8	4.7%	14	0.7%	9	3.1%	15	0.4%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.8%	0	0.0%	2	0.6%	0	0.0%
Transportation & Warehousing	0	4.9%	8	3.8%	6	3.6%	62	3.4%	13	4.5%	96	2.4%
Information	0	2.5%	5	2.3%	2	1.4%	36	2.0%	4	1.2%	49	1.2%
Finance & Insurance	0	2.5%	0	0.1%	6	3.7%	18	1.0%	8	2.6%	23	0.6%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	2	1.2%	12	0.7%	3	0.9%	17	0.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	2	1.2%	1	0.1%	2	0.7%	1	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	2.5%	0	0.1%	2	1.4%	5	0.3%	3	1.0%	5	0.1%
Real Estate, Rental & Leasing	0	4.9%	1	0.3%	6	3.3%	6	0.3%	11	3.8%	32	0.8%
Professional, Scientific & Tech Services	1	6.2%	2	1.0%	12	6.8%	47	2.6%	17	5.8%	66	1.6%
Legal Services	0	0.0%	0	0.0%	1	0.6%	4	0.2%	1	0.3%	4	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	3.7%	1	0.3%	7	4.2%	22	1.2%	13	4.6%	31	0.8%
Educational Services	0	2.5%	10	4.7%	5	3.1%	115	6.3%	8	2.6%	196	4.9%
Health Care & Social Assistance	1	7.4%	2	0.9%	12	6.7%	112	6.1%	21	7.3%	477	11.9%
Arts, Entertainment & Recreation	0	1.2%	1	0.6%	3	2.0%	10	0.6%	7	2.5%	23	0.6%
Accommodation & Food Services	0	1.2%	4	1.7%	8	4.7%	40	2.2%	11	3.8%	80	2.0%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Food Services & Drinking Places	0	1.2%	4	1.7%	8	4.7%	40	2.2%	11	3.8%	80	2.0%
Other Services (except Public Administration)	1	12.3%	13	5.9%	27	16.0%	133	7.3%	43	14.7%	198	4.9%
Automotive Repair & Maintenance	0	2.5%	1	0.4%	8	4.9%	32	1.8%	12	4.1%	54	1.4%
Public Administration	0	4.9%	6	2.8%	8	4.6%	73	4.0%	12	4.1%	104	2.6%
Unclassified Establishments	0	0.0%	0	0.0%	3	1.9%	0	0.0%	5	1.7%	1	0.0%
<b>Total</b>	<b>10</b>	<b>100%</b>	<b>214</b>	<b>100%</b>	<b>172</b>	<b>100%</b>	<b>1,829</b>	<b>100%</b>	<b>293</b>	<b>100%</b>	<b>4,007</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



# Retail MarketPlace Profile

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

## Summary Demographics

2010 Population	452
2010 Households	163
2010 Median Disposable Income	\$42,936
2010 Per Capita Income	\$23,175

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,666,780	\$1,525,280	\$2,141,501	41.2	1
Total Retail Trade	44-45	\$3,136,095	\$1,393,661	\$1,742,434	38.5	1
Total Food & Drink	722	\$530,686	\$131,619	\$399,066	60.3	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$733,347	\$60,044	\$673,303	84.9	0
Automobile Dealers	4411	\$618,374	\$0	\$618,374	100.0	0
Other Motor Vehicle Dealers	4412	\$57,145	\$0	\$57,145	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$57,828	\$60,044	\$-2,216	-1.9	0
Furniture & Home Furnishings Stores	442	\$53,845	\$0	\$53,845	100.0	0
Furniture Stores	4421	\$26,997	\$0	\$26,997	100.0	0
Home Furnishings Stores	4422	\$26,848	\$0	\$26,848	100.0	0
Electronics & Appliance Stores	4431	\$129,680	\$0	\$129,680	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$121,546	\$6,782	\$114,764	89.4	0
Bldg Material & Supplies Dealers	4441	\$114,248	\$0	\$114,248	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$7,299	\$6,782	\$517	3.7	0
Food & Beverage Stores	445	\$550,306	\$0	\$550,306	100.0	0
Grocery Stores	4451	\$527,757	\$0	\$527,757	100.0	0
Specialty Food Stores	4452	\$7,818	\$0	\$7,818	100.0	0
Beer, Wine & Liquor Stores	4453	\$14,731	\$0	\$14,731	100.0	0
Health & Personal Care Stores	446,4461	\$65,269	\$0	\$65,269	100.0	0
Gasoline Stations	447,4471	\$528,638	\$858,344	\$-329,706	-23.8	0
Clothing & Clothing Accessories Stores	448	\$89,028	\$0	\$89,028	100.0	0
Clothing Stores	4481	\$64,977	\$0	\$64,977	100.0	0
Shoe Stores	4482	\$13,842	\$0	\$13,842	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$10,209	\$0	\$10,209	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$14,856	\$0	\$14,856	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,562	\$0	\$11,562	100.0	0
Book, Periodical & Music Stores	4512	\$3,294	\$0	\$3,294	100.0	0
General Merchandise Stores	452	\$513,242	\$452,310	\$60,933	6.3	0
Department Stores Excluding Leased Depts.	4521	\$219,970	\$0	\$219,970	100.0	0
Other General Merchandise Stores	4529	\$293,272	\$452,310	\$-159,037	-21.3	0
Miscellaneous Store Retailers	453	\$44,742	\$16,181	\$28,561	46.9	0
Florists	4531	\$2,738	\$5,624	\$-2,886	-34.5	0
Office Supplies, Stationery & Gift Stores	4532	\$15,153	\$0	\$15,153	100.0	0
Used Merchandise Stores	4533	\$991	\$0	\$991	100.0	0
Other Miscellaneous Store Retailers	4539	\$25,860	\$10,558	\$15,302	42.0	0
Nonstore Retailers	454	\$291,595	\$0	\$291,595	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$271,533	\$0	\$271,533	100.0	0
Vending Machine Operators	4542	\$406	\$0	\$406	100.0	0
Direct Selling Establishments	4543	\$19,656	\$0	\$19,656	100.0	0
Food Services & Drinking Places	722	\$530,686	\$131,619	\$399,066	60.3	0
Full-Service Restaurants	7221	\$189,727	\$131,619	\$58,108	18.1	0
Limited-Service Eating Places	7222	\$294,050	\$0	\$294,050	100.0	0
Special Food Services	7223	\$37,040	\$0	\$37,040	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$9,869	\$0	\$9,869	100.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst



## Retail MarketPlace Profile

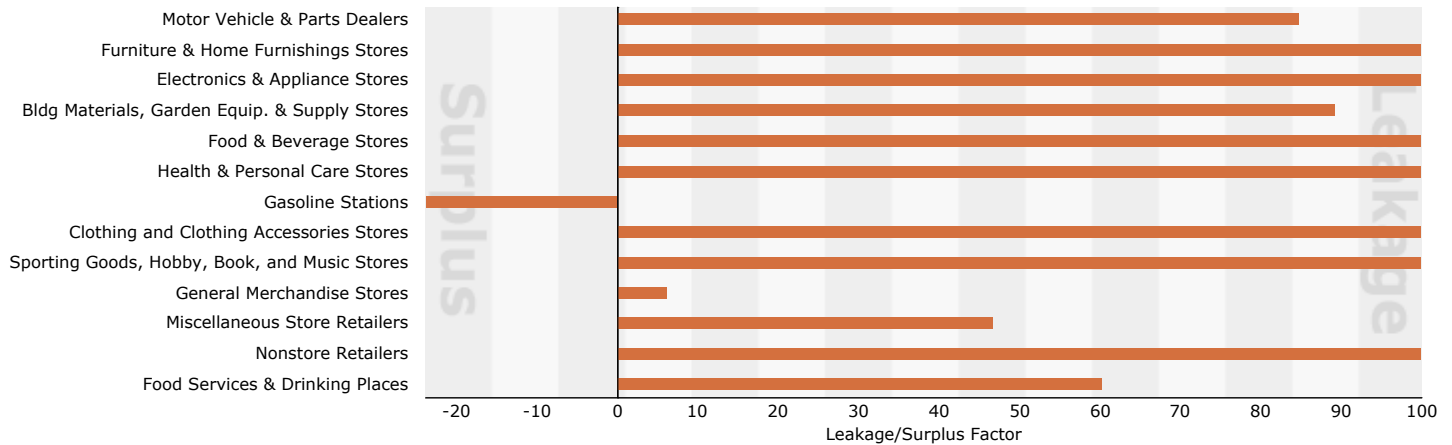
Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012





# Retail MarketPlace Profile

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

## Summary Demographics

2010 Population	6,452
2010 Households	2,417
2010 Median Disposable Income	\$41,430
2010 Per Capita Income	\$22,330

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$55,124,657	\$25,010,749	\$30,113,908	37.6	30
Total Retail Trade	44-45	\$47,419,999	\$23,288,459	\$24,131,541	34.1	22
Total Food & Drink	722	\$7,704,658	\$1,722,290	\$5,982,368	63.5	8

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,163,525	\$695,040	\$10,468,485	88.3	2
Automobile Dealers	4411	\$9,411,649	\$173,211	\$9,238,438	96.4	0
Other Motor Vehicle Dealers	4412	\$857,727	\$73,524	\$784,203	84.2	0
Auto Parts, Accessories & Tire Stores	4413	\$894,149	\$448,305	\$445,844	33.2	2
Furniture & Home Furnishings Stores	442	\$1,044,413	\$0	\$1,044,413	100.0	0
Furniture Stores	4421	\$572,076	\$0	\$572,076	100.0	0
Home Furnishings Stores	4422	\$472,337	\$0	\$472,337	100.0	0
Electronics & Appliance Stores	4431	\$1,900,746	\$799,859	\$1,100,886	40.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,771,534	\$40,691	\$1,730,842	95.5	1
Bldg Material & Supplies Dealers	4441	\$1,650,385	\$0	\$1,650,385	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$121,149	\$40,691	\$80,458	49.7	1
Food & Beverage Stores	445	\$8,593,506	\$5,063,683	\$3,529,823	25.8	1
Grocery Stores	4451	\$8,247,966	\$5,025,892	\$3,222,074	24.3	1
Specialty Food Stores	4452	\$133,531	\$37,791	\$95,740	55.9	0
Beer, Wine & Liquor Stores	4453	\$212,009	\$0	\$212,009	100.0	0
Health & Personal Care Stores	446,4461	\$1,263,580	\$728,846	\$534,735	26.8	1
Gasoline Stations	447,4471	\$8,801,120	\$11,274,126	\$-2,473,006	-12.3	2
Clothing & Clothing Accessories Stores	448	\$1,431,518	\$36,704	\$1,394,813	95.0	0
Clothing Stores	4481	\$1,115,677	\$36,704	\$1,078,973	93.6	0
Shoe Stores	4482	\$209,786	\$0	\$209,786	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$106,055	\$0	\$106,055	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$235,290	\$58,770	\$176,521	60.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$200,167	\$58,770	\$141,398	54.6	1
Book, Periodical & Music Stores	4512	\$35,123	\$0	\$35,123	100.0	0
General Merchandise Stores	452	\$7,220,017	\$4,146,152	\$3,073,865	27.0	2
Department Stores Excluding Leased Depts.	4521	\$2,729,685	\$0	\$2,729,685	100.0	0
Other General Merchandise Stores	4529	\$4,490,333	\$4,146,152	\$344,180	4.0	2
Miscellaneous Store Retailers	453	\$828,289	\$254,799	\$573,489	52.9	7
Florists	4531	\$48,607	\$57,484	\$-8,877	-8.4	2
Office Supplies, Stationery & Gift Stores	4532	\$292,476	\$0	\$292,476	100.0	0
Used Merchandise Stores	4533	\$54,178	\$99,543	\$-45,364	-29.5	4
Other Miscellaneous Store Retailers	4539	\$433,027	\$97,773	\$335,254	63.2	2
Nonstore Retailers	454	\$3,166,461	\$189,787	\$2,976,674	88.7	0
Electronic Shopping & Mail-Order Houses	4541	\$2,853,169	\$0	\$2,853,169	100.0	0
Vending Machine Operators	4542	\$22,057	\$0	\$22,057	100.0	0
Direct Selling Establishments	4543	\$291,235	\$189,787	\$101,448	21.1	0
Food Services & Drinking Places	722	\$7,704,658	\$1,722,290	\$5,982,368	63.5	8
Full-Service Restaurants	7221	\$3,156,364	\$1,497,949	\$1,658,416	35.6	5
Limited-Service Eating Places	7222	\$3,967,952	\$79,096	\$3,888,856	96.1	1
Special Food Services	7223	\$454,923	\$68,163	\$386,760	73.9	1
Drinking Places - Alcoholic Beverages	7224	\$125,419	\$77,083	\$48,336	23.9	1

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Source: Esri and Infogroup

March 27, 2012

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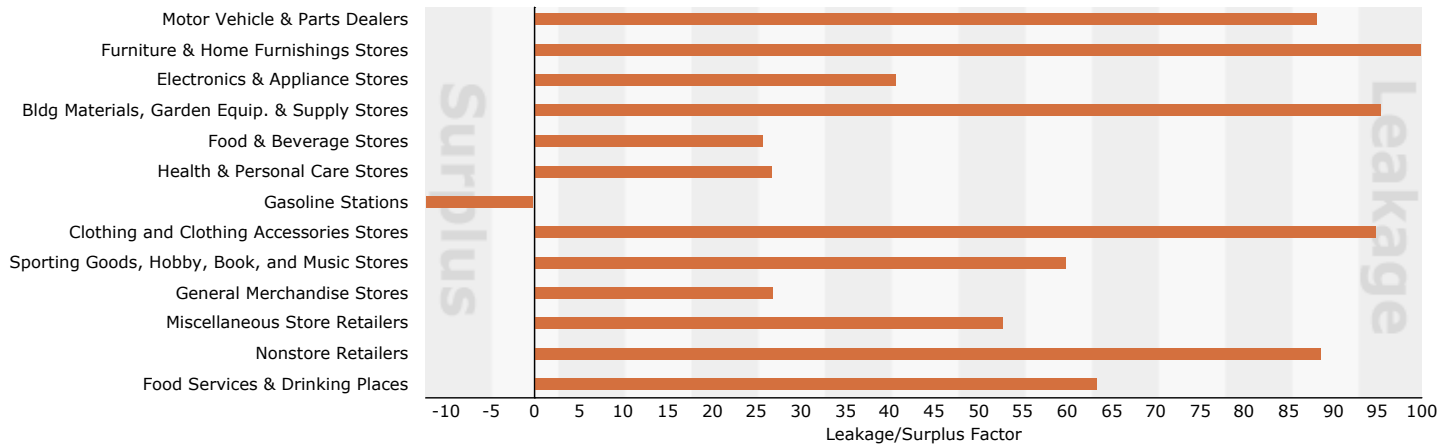
## Retail MarketPlace Profile

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

## Summary Demographics

2010 Population	13,371
2010 Households	4,899
2010 Median Disposable Income	\$42,511
2010 Per Capita Income	\$22,684

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$116,001,547	\$34,304,297	\$81,697,251	54.4	46
Total Retail Trade	44-45	\$99,895,051	\$30,859,904	\$69,035,147	52.8	35
Total Food & Drink	722	\$16,106,497	\$3,444,393	\$12,662,104	64.8	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,679,634	\$2,086,958	\$21,592,675	83.8	6
Automobile Dealers	4411	\$19,979,131	\$1,129,505	\$18,849,627	89.3	1
Other Motor Vehicle Dealers	4412	\$1,811,781	\$200,877	\$1,610,904	80.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,888,721	\$756,577	\$1,132,145	42.8	3
Furniture & Home Furnishings Stores	442	\$2,257,893	\$14,714	\$2,243,179	98.7	0
Furniture Stores	4421	\$1,250,671	\$0	\$1,250,671	100.0	0
Home Furnishings Stores	4422	\$1,007,222	\$14,714	\$992,508	97.1	0
Electronics & Appliance Stores	4431	\$3,990,939	\$1,160,603	\$2,830,336	54.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,724,648	\$436,055	\$3,288,593	79.0	4
Bldg Material & Supplies Dealers	4441	\$3,468,001	\$372,650	\$3,095,351	80.6	2
Lawn & Garden Equip & Supply Stores	4442	\$256,647	\$63,405	\$193,242	60.4	2
Food & Beverage Stores	445	\$18,138,727	\$5,557,109	\$12,581,618	53.1	3
Grocery Stores	4451	\$17,411,558	\$5,112,372	\$12,299,186	54.6	1
Specialty Food Stores	4452	\$284,879	\$85,029	\$199,850	54.0	1
Beer, Wine & Liquor Stores	4453	\$442,289	\$359,708	\$82,581	10.3	1
Health & Personal Care Stores	446,4461	\$2,720,542	\$728,846	\$1,991,697	57.7	1
Gasoline Stations	447,4471	\$18,727,742	\$14,438,079	\$4,289,663	12.9	3
Clothing & Clothing Accessories Stores	448	\$3,035,949	\$91,433	\$2,944,516	94.2	1
Clothing Stores	4481	\$2,382,441	\$91,433	\$2,291,008	92.6	1
Shoe Stores	4482	\$444,030	\$0	\$444,030	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$209,478	\$0	\$209,478	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$496,770	\$124,734	\$372,035	59.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$427,110	\$124,734	\$302,375	54.8	3
Book, Periodical & Music Stores	4512	\$69,660	\$0	\$69,660	100.0	0
General Merchandise Stores	452	\$15,044,877	\$5,499,998	\$9,544,879	46.5	2
Department Stores Excluding Leased Depts.	4521	\$5,588,985	\$0	\$5,588,985	100.0	0
Other General Merchandise Stores	4529	\$9,455,892	\$5,499,998	\$3,955,894	26.5	2
Miscellaneous Store Retailers	453	\$1,781,783	\$294,353	\$1,487,430	71.6	8
Florists	4531	\$103,724	\$71,230	\$32,494	18.6	2
Office Supplies, Stationery & Gift Stores	4532	\$631,976	\$0	\$631,976	100.0	0
Used Merchandise Stores	4533	\$124,385	\$99,543	\$24,842	11.1	4
Other Miscellaneous Store Retailers	4539	\$921,697	\$123,580	\$798,117	76.4	2
Nonstore Retailers	454	\$6,295,547	\$427,021	\$5,868,526	87.3	1
Electronic Shopping & Mail-Order Houses	4541	\$5,656,671	\$0	\$5,656,671	100.0	0
Vending Machine Operators	4542	\$50,623	\$0	\$50,623	100.0	0
Direct Selling Establishments	4543	\$588,254	\$427,021	\$161,233	15.9	1
Food Services & Drinking Places	722	\$16,106,497	\$3,444,393	\$12,662,104	64.8	11
Full-Service Restaurants	7221	\$6,699,329	\$2,817,524	\$3,881,806	40.8	6
Limited-Service Eating Places	7222	\$8,227,773	\$451,976	\$7,775,796	89.6	2
Special Food Services	7223	\$927,954	\$68,163	\$859,792	86.3	1
Drinking Places - Alcoholic Beverages	7224	\$251,440	\$106,730	\$144,710	40.4	2

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Source: Esri and Infogroup

March 27, 2012

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## Retail MarketPlace Profile

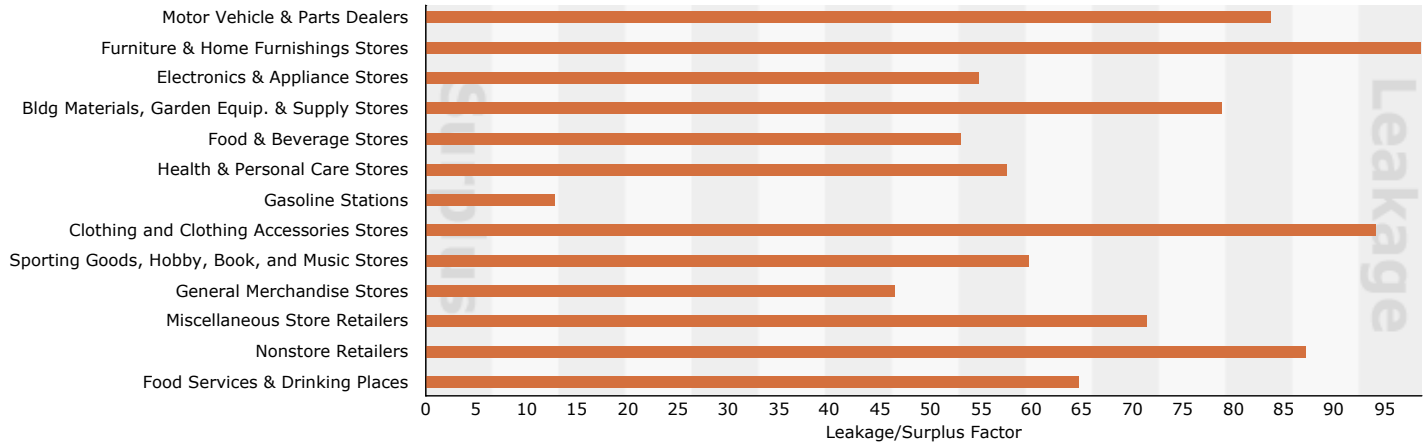
Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

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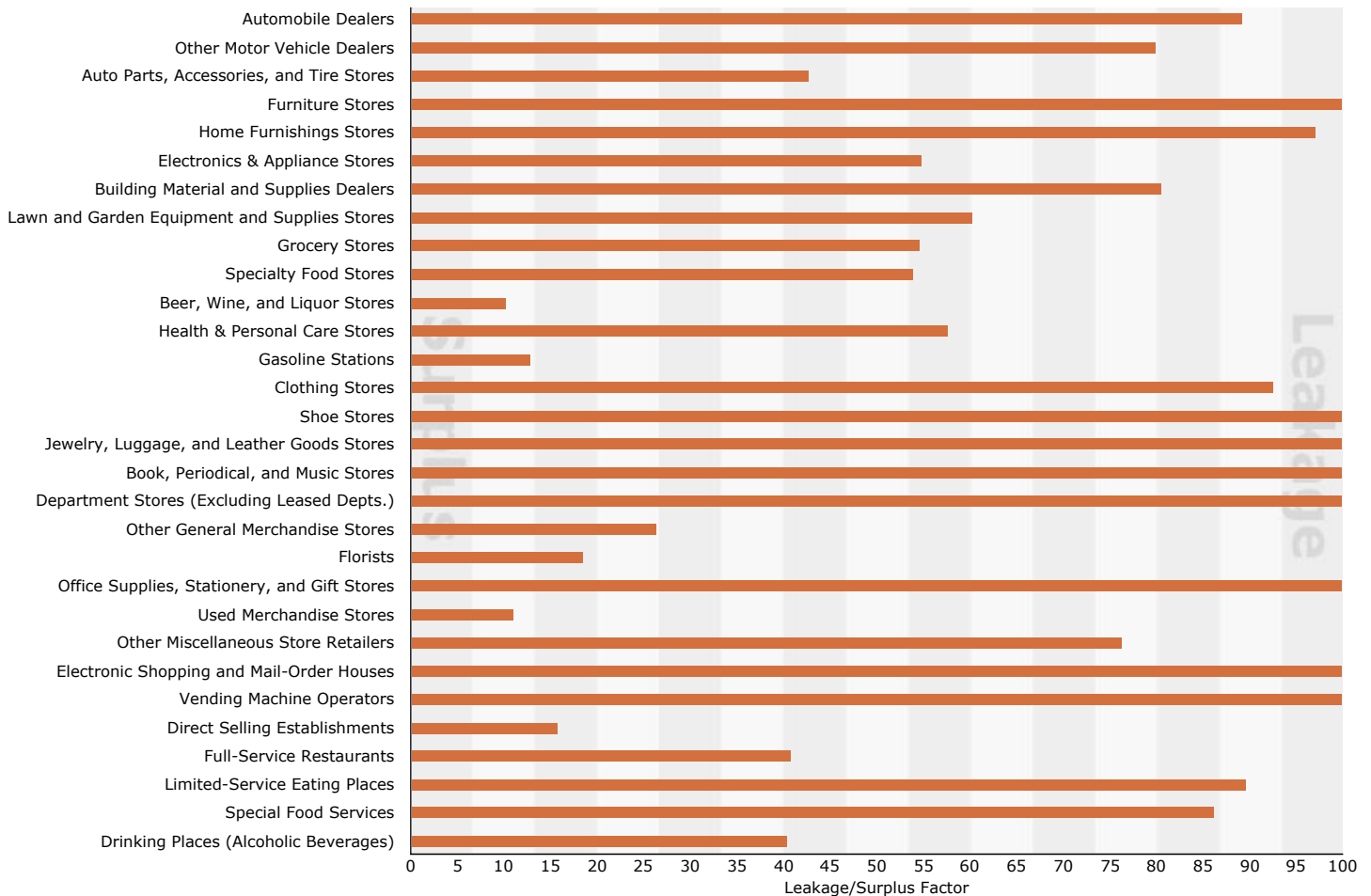
Latitude: 39.0635

Longitude: -84.03196

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Total Number of Adults		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	194	56.7%	114
Bought any women's apparel in last 12 months	159	46.5%	102
Bought apparel for child <13 in last 6 months	99	28.9%	102
Bought any shoes in last 12 months	182	53.2%	102
Bought costume jewelry in last 12 months	66	19.3%	92
Bought any fine jewelry in last 12 months	72	21.1%	96
Bought a watch in last 12 months	60	17.5%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	154	94.5%	110
HH bought/leased new vehicle last 12 mo	18	11.0%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	322	94.2%	108
Bought/changed motor oil in last 12 months	209	61.1%	117
Had tune-up in last 12 months	112	32.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	200	58.5%	95
Drank regular cola in last 6 months	168	49.1%	96
Drank beer/ale in last 6 months	143	41.8%	98
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	42	12.3%	96
Bought film in last 12 months	72	21.1%	110
Bought digital camera in last 12 months	24	7.0%	103
Bought memory card for camera in last 12 months	29	8.5%	111
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	112	32.7%	92
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	82	24.0%	112
Avg monthly cell/mobile phone/PDA bill: \$50-99	113	33.0%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	69	20.2%	95
<b>Computers (Households)</b>			
HH owns a personal computer	128	78.5%	106
Spent <\$500 on most recent home PC purchase	14	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	33	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	24	14.7%	112
Spent \$1500-\$1999 on most recent home PC purchase	13	8.0%	112
Spent \$2000+ on most recent home PC purchase	8	4.9%	79

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	218	63.7%	106
Bought cigarettes at convenience store in last 30 days	56	16.4%	105
Bought gas at convenience store in last 30 days	136	39.8%	118
Spent at convenience store in last 30 days: <\$20	32	9.4%	97
Spent at convenience store in last 30 days: \$20-39	35	10.2%	101
Spent at convenience store in last 30 days: \$40+	134	39.2%	109
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	192	56.1%	95
Went to live theater in last 12 months	42	12.3%	93
Went to a bar/night club in last 12 months	68	19.9%	104
Dined out in last 12 months	194	56.7%	115
Gambled at a casino in last 12 months	52	15.2%	95
Visited a theme park in last 12 months	65	19.0%	88
DVDs rented in last 30 days: 1	9	2.6%	99
DVDs rented in last 30 days: 2	20	5.8%	126
DVDs rented in last 30 days: 3	11	3.2%	100
DVDs rented in last 30 days: 4	14	4.1%	106
DVDs rented in last 30 days: 5+	45	13.2%	100
DVDs purchased in last 30 days: 1	18	5.3%	106
DVDs purchased in last 30 days: 2	17	5.0%	105
DVDs purchased in last 30 days: 3-4	15	4.4%	95
DVDs purchased in last 30 days: 5+	18	5.3%	101
Spent on toys/games in last 12 months: <\$50	24	7.0%	115
Spent on toys/games in last 12 months: \$50-\$99	9	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	26	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	38	11.1%	103
Spent on toys/games in last 12 months: \$500+	21	6.1%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	87	25.4%	132
Used ATM/cash machine in last 12 months	180	52.6%	104
Own any stock	34	9.9%	108
Own U.S. savings bond	32	9.4%	137
Own shares in mutual fund (stock)	39	11.4%	121
Own shares in mutual fund (bonds)	23	6.7%	113
Used full service brokerage firm in last 12 months	24	7.0%	113
Have savings account	148	43.3%	119
Have 401K retirement savings	76	22.2%	125
Did banking over the Internet in last 12 months	100	29.2%	107
Own any credit/debit card (in own name)	268	78.4%	106
Avg monthly credit card expenditures: <\$111	56	16.4%	118
Avg monthly credit card expenditures: \$111-225	29	8.5%	109
Avg monthly credit card expenditures: \$226-450	30	8.8%	117
Avg monthly credit card expenditures: \$451-700	23	6.7%	105
Avg monthly credit card expenditures: \$701+	42	12.3%	92

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

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Latitude: 39.0635

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	260	76.0%	107
Used bread in last 6 months	335	98.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	270	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	192	56.1%	106
Used fresh fruit/vegetables in last 6 months	300	87.7%	100
Used fresh milk in last 6 months	322	94.2%	104
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	105	30.7%	102
Exercise at club 2+ times per week	32	9.4%	76
Visited a doctor in last 12 months	270	78.9%	102
Used vitamin/dietary supplement in last 6 months	170	49.7%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	67	41.1%	129
Used housekeeper/maid/prof HH cleaning service in the last 12 months	21	12.9%	82
Purchased any HH furnishing in last 12 months	50	30.7%	102
Purchased bedding/bath goods in last 12 months	91	55.8%	102
Purchased cooking/serving product in last 12 months	49	30.1%	109
Bought any kitchen appliance in last 12 months	36	22.1%	126
<b>Insurance (Adults)</b>			
Currently carry any life insurance	194	56.7%	119
Have medical/hospital/accident insurance	264	77.2%	108
Carry homeowner insurance	232	67.8%	128
Carry renter insurance	16	4.7%	76
Have auto/other vehicle insurance	311	90.9%	109
<b>Pets (Households)</b>			
HH owns any pet	111	68.1%	131
HH owns any cat	57	35.0%	145
HH owns any dog	89	54.6%	144
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	173	50.6%	101
Read any daily newspaper	159	46.5%	112
Heavy magazine reader	56	16.4%	82
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	258	75.4%	105
Went to family restaurant/steak house last mo: <2 times	90	26.3%	102
Went to family restaurant/steak house last mo: 2-4 times	95	27.8%	103
Went to family restaurant/steak house last mo: 5+ times	74	21.6%	111
Went to fast food/drive-in restaurant in last 6 mo	314	91.8%	103
Went to fast food/drive-in restaurant <6 times/mo	123	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/mo	109	31.9%	110
Went to fast food/drive-in restaurant 14+ times/mo	82	24.0%	96
Fast food/drive-in last 6 mo: eat in	146	42.7%	113
Fast food/drive-in last 6 mo: home delivery	29	8.5%	81
Fast food/drive-in last 6 mo: take-out/drive-thru	207	60.5%	115
Fast food/drive-in last 6 mo: take-out/walk-in	78	22.8%	93

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	119	73.0%	113
HH average monthly long distance phone bill: <\$16	48	29.4%	106
HH average monthly long distance phone bill: \$16-25	21	12.9%	112
HH average monthly long distance phone bill: \$26-59	15	9.2%	100
HH average monthly long distance phone bill: \$60+	6	3.7%	83
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	26	16.0%	81
HH owns 2 TVs	39	23.9%	91
HH owns 3 TVs	39	23.9%	106
HH owns 4+ TVs	44	27.0%	128
HH subscribes to cable TV	71	43.6%	75
HH Purchased audio equipment in last 12 months	16	9.8%	101
HH Purchased CD player in last 12 months	7	4.3%	111
HH Purchased DVD player in last 12 months	17	10.4%	107
HH Purchased MP3 player in last 12 months	32	9.4%	92
HH Purchased video game system in last 12 months	18	11.0%	102
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	194	56.7%	109
Took 3+ domestic trips in last 12 months	57	16.7%	112
Spent on domestic vacations last 12 mo: <\$1000	50	14.6%	116
Spent on domestic vacations last 12 mo: \$1000-\$1499	30	8.8%	131
Spent on domestic vacations last 12 mo: \$1500-\$1999	14	4.1%	100
Spent on domestic vacations last 12 mo: \$2000-\$2999	16	4.7%	113
Spent on domestic vacations last 12 mo: \$3000+	14	4.1%	81
Foreign travel in last 3 years	69	20.2%	78
Took 3+ foreign trips by plane in last 3 years	10	2.9%	62
Spent on foreign vacations last 12 mo: <\$1000	19	5.6%	93
Spent on foreign vacations last 12 mo: \$1000-\$2999	9	2.6%	65
Spent on foreign vacations last 12 mo: \$3000+	10	2.9%	60
Stayed 1+ nights at hotel/motel in last 12 months	158	46.2%	114

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Total Number of Adults		4,845	5,082
Households		2,417	2,533
Median Household Income		\$53,069	\$58,526

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,570	53.0%	106
Bought any women's apparel in last 12 months	2,244	46.3%	102
Bought apparel for child <13 in last 6 months	1,358	28.0%	99
Bought any shoes in last 12 months	2,530	52.2%	100
Bought costume jewelry in last 12 months	911	18.8%	90
Bought any fine jewelry in last 12 months	951	19.6%	89
Bought a watch in last 12 months	882	18.2%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,224	92.0%	107
HH bought/leased new vehicle last 12 mo	236	9.8%	102
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,497	92.8%	107
Bought/changed motor oil in last 12 months	2,963	61.2%	117
Had tune-up in last 12 months	1,463	30.2%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,736	56.5%	91
Drank regular cola in last 6 months	2,479	51.2%	100
Drank beer/ale in last 6 months	1,916	39.5%	93
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	646	13.3%	104
Bought film in last 12 months	1,009	20.8%	109
Bought digital camera in last 12 months	322	6.6%	97
Bought memory card for camera in last 12 months	353	7.3%	95
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,664	34.3%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,143	23.6%	110
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,529	31.6%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	984	20.3%	96
<b>Computers (Households)</b>			
HH owns a personal computer	1,752	72.5%	98
Spent <\$500 on most recent home PC purchase	218	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	475	19.7%	110
Spent \$1000-\$1499 on most recent home PC purchase	317	13.1%	100
Spent \$1500-\$1999 on most recent home PC purchase	155	6.4%	90
Spent \$2000+ on most recent home PC purchase	116	4.8%	77

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,084	63.7%	106
Bought cigarettes at convenience store in last 30 days	900	18.6%	119
Bought gas at convenience store in last 30 days	2,015	41.6%	124
Spent at convenience store in last 30 days: <\$20	427	8.8%	92
Spent at convenience store in last 30 days: \$20-39	468	9.7%	95
Spent at convenience store in last 30 days: \$40+	2,015	41.6%	116
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	2,577	53.2%	90
Went to live theater in last 12 months	482	9.9%	76
Went to a bar/night club in last 12 months	900	18.6%	97
Dined out in last 12 months	2,442	50.4%	102
Gambled at a casino in last 12 months	655	13.5%	84
Visited a theme park in last 12 months	860	17.8%	83
DVDs rented in last 30 days: 1	109	2.3%	85
DVDs rented in last 30 days: 2	219	4.5%	98
DVDs rented in last 30 days: 3	134	2.8%	86
DVDs rented in last 30 days: 4	179	3.7%	96
DVDs rented in last 30 days: 5+	599	12.4%	94
DVDs purchased in last 30 days: 1	233	4.8%	97
DVDs purchased in last 30 days: 2	224	4.6%	98
DVDs purchased in last 30 days: 3-4	212	4.4%	94
DVDs purchased in last 30 days: 5+	292	6.0%	116
Spent on toys/games in last 12 months: <\$50	329	6.8%	112
Spent on toys/games in last 12 months: \$50-\$99	139	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	352	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	516	10.7%	98
Spent on toys/games in last 12 months: \$500+	283	5.8%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,040	21.5%	112
Used ATM/cash machine in last 12 months	2,378	49.1%	97
Own any stock	400	8.3%	90
Own U.S. savings bond	368	7.6%	111
Own shares in mutual fund (stock)	442	9.1%	97
Own shares in mutual fund (bonds)	239	4.9%	83
Used full service brokerage firm in last 12 months	253	5.2%	84
Have savings account	1,886	38.9%	107
Have 401K retirement savings	900	18.6%	105
Did banking over the Internet in last 12 months	1,254	25.9%	95
Own any credit/debit card (in own name)	3,615	74.6%	101
Avg monthly credit card expenditures: <\$111	780	16.1%	116
Avg monthly credit card expenditures: \$111-225	413	8.5%	109
Avg monthly credit card expenditures: \$226-450	350	7.2%	97
Avg monthly credit card expenditures: \$451-700	293	6.0%	95
Avg monthly credit card expenditures: \$701+	470	9.7%	73

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,613	74.6%	105
Used bread in last 6 months	4,724	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	3,768	77.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,573	53.1%	100
Used fresh fruit/vegetables in last 6 months	4,214	87.0%	100
Used fresh milk in last 6 months	4,502	92.9%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,417	29.2%	97
Exercise at club 2+ times per week	374	7.7%	63
Visited a doctor in last 12 months	3,784	78.1%	101
Used vitamin/dietary supplement in last 6 months	2,256	46.6%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	880	36.4%	115
Used housekeeper/maid/prof HH cleaning service in the last 12 months	283	11.7%	75
Purchased any HH furnishing in last 12 months	680	28.1%	94
Purchased bedding/bath goods in last 12 months	1,287	53.2%	97
Purchased cooking/serving product in last 12 months	664	27.5%	100
Bought any kitchen appliance in last 12 months	451	18.7%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,627	54.2%	113
Have medical/hospital/accident insurance	3,572	73.7%	103
Carry homeowner insurance	3,074	63.4%	120
Carry renter insurance	240	5.0%	81
Have auto/other vehicle insurance	4,309	88.9%	107
<b>Pets (Households)</b>			
HH owns any pet	1,573	65.1%	126
HH owns any cat	787	32.6%	135
HH owns any dog	1,225	50.7%	134
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,291	47.3%	94
Read any daily newspaper	2,166	44.7%	108
Heavy magazine reader	791	16.3%	82
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	3,529	72.8%	101
Went to family restaurant/steak house last mo: <2 times	1,261	26.0%	101
Went to family restaurant/steak house last mo: 2-4 times	1,315	27.1%	100
Went to family restaurant/steak house last mo: 5+ times	954	19.7%	101
Went to fast food/drive-in restaurant in last 6 mo	4,424	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	1,632	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/mo	1,565	32.3%	112
Went to fast food/drive-in restaurant 14+ times/mo	1,227	25.3%	102
Fast food/drive-in last 6 mo: eat in	1,973	40.7%	108
Fast food/drive-in last 6 mo: home delivery	470	9.7%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	2,878	59.4%	113
Fast food/drive-in last 6 mo: take-out/walk-in	1,048	21.6%	88

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,676	69.3%	107
HH average monthly long distance phone bill: <\$16	712	29.5%	106
HH average monthly long distance phone bill: \$16-25	300	12.4%	109
HH average monthly long distance phone bill: \$26-59	187	7.7%	85
HH average monthly long distance phone bill: \$60+	92	3.8%	86
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	420	17.4%	88
HH owns 2 TVs	620	25.7%	98
HH owns 3 TVs	568	23.5%	105
HH owns 4+ TVs	558	23.1%	110
HH subscribes to cable TV	1,066	44.1%	76
HH Purchased audio equipment in last 12 months	218	9.0%	93
HH Purchased CD player in last 12 months	93	3.8%	99
HH Purchased DVD player in last 12 months	226	9.4%	96
HH Purchased MP3 player in last 12 months	405	8.4%	82
HH Purchased video game system in last 12 months	248	10.3%	95
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,516	51.9%	99
Took 3+ domestic trips in last 12 months	681	14.1%	95
Spent on domestic vacations last 12 mo: <\$1000	624	12.9%	102
Spent on domestic vacations last 12 mo: \$1000-\$1499	352	7.3%	108
Spent on domestic vacations last 12 mo: \$1500-\$1999	146	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	180	3.7%	90
Spent on domestic vacations last 12 mo: \$3000+	185	3.8%	76
Foreign travel in last 3 years	868	17.9%	69
Took 3+ foreign trips by plane in last 3 years	98	2.0%	43
Spent on foreign vacations last 12 mo: <\$1000	198	4.1%	68
Spent on foreign vacations last 12 mo: \$1000-\$2999	113	2.3%	57
Spent on foreign vacations last 12 mo: \$3000+	115	2.4%	48
Stayed 1+ nights at hotel/motel in last 12 months	1,972	40.7%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary	2010	2015
Population	13,371	13,970
Total Number of Adults	9,993	10,485
Households	4,899	5,151
Median Household Income	\$54,202	\$59,971

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	5,218	52.2%	104
Bought any women's apparel in last 12 months	4,651	46.5%	102
Bought apparel for child <13 in last 6 months	2,910	29.1%	102
Bought any shoes in last 12 months	5,198	52.0%	100
Bought costume jewelry in last 12 months	1,927	19.3%	92
Bought any fine jewelry in last 12 months	2,030	20.3%	92
Bought a watch in last 12 months	1,837	18.4%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,510	92.1%	107
HH bought/leased new vehicle last 12 mo	466	9.5%	99
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,282	92.9%	107
Bought/changed motor oil in last 12 months	6,106	61.1%	117
Had tune-up in last 12 months	2,997	30.0%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,605	56.1%	91
Drank regular cola in last 6 months	5,220	52.2%	102
Drank beer/ale in last 6 months	3,946	39.5%	93
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,330	13.3%	104
Bought film in last 12 months	2,052	20.5%	107
Bought digital camera in last 12 months	644	6.4%	94
Bought memory card for camera in last 12 months	693	6.9%	91
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	3,494	35.0%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,326	23.3%	109
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,161	31.6%	98
Avg monthly cell/mobile phone/PDA bill: \$100+	2,104	21.1%	99
<b>Computers (Households)</b>			
HH owns a personal computer	3,573	72.9%	99
Spent <\$500 on most recent home PC purchase	446	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	981	20.0%	112
Spent \$1000-\$1499 on most recent home PC purchase	618	12.6%	97
Spent \$1500-\$1999 on most recent home PC purchase	293	6.0%	84
Spent \$2000+ on most recent home PC purchase	245	5.0%	81

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	6,362	63.7%	106
Bought cigarettes at convenience store in last 30 days	1,895	19.0%	122
Bought gas at convenience store in last 30 days	4,201	42.0%	125
Spent at convenience store in last 30 days: <\$20	861	8.6%	90
Spent at convenience store in last 30 days: \$20-39	947	9.5%	93
Spent at convenience store in last 30 days: \$40+	4,206	42.1%	117
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	5,227	52.3%	89
Went to live theater in last 12 months	926	9.3%	71
Went to a bar/night club in last 12 months	1,873	18.7%	98
Dined out in last 12 months	4,928	49.3%	100
Gambled at a casino in last 12 months	1,307	13.1%	82
Visited a theme park in last 12 months	1,738	17.4%	81
DVDs rented in last 30 days: 1	226	2.3%	85
DVDs rented in last 30 days: 2	436	4.4%	94
DVDs rented in last 30 days: 3	257	2.6%	80
DVDs rented in last 30 days: 4	343	3.4%	89
DVDs rented in last 30 days: 5+	1,207	12.1%	92
DVDs purchased in last 30 days: 1	481	4.8%	97
DVDs purchased in last 30 days: 2	453	4.5%	96
DVDs purchased in last 30 days: 3-4	463	4.6%	100
DVDs purchased in last 30 days: 5+	583	5.8%	112
Spent on toys/games in last 12 months: <\$50	668	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	288	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	731	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	1,102	11.0%	102
Spent on toys/games in last 12 months: \$500+	586	5.9%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,067	20.7%	108
Used ATM/cash machine in last 12 months	4,882	48.9%	96
Own any stock	794	7.9%	86
Own U.S. savings bond	703	7.0%	103
Own shares in mutual fund (stock)	846	8.5%	90
Own shares in mutual fund (bonds)	476	4.8%	80
Used full service brokerage firm in last 12 months	481	4.8%	78
Have savings account	3,788	37.9%	104
Have 401K retirement savings	1,802	18.0%	102
Did banking over the Internet in last 12 months	2,566	25.7%	94
Own any credit/debit card (in own name)	7,353	73.6%	99
Avg monthly credit card expenditures: <\$111	1,537	15.4%	111
Avg monthly credit card expenditures: \$111-225	801	8.0%	103
Avg monthly credit card expenditures: \$226-450	688	6.9%	92
Avg monthly credit card expenditures: \$451-700	596	6.0%	94
Avg monthly credit card expenditures: \$701+	962	9.6%	72

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	7,439	74.4%	105
Used bread in last 6 months	9,726	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,757	77.6%	100
Used fish/seafood (fresh or frozen) in last 6 months	5,220	52.2%	99
Used fresh fruit/vegetables in last 6 months	8,701	87.1%	100
Used fresh milk in last 6 months	9,266	92.7%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,925	29.3%	97
Exercise at club 2+ times per week	749	7.5%	61
Visited a doctor in last 12 months	7,778	77.8%	100
Used vitamin/dietary supplement in last 6 months	4,606	46.1%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,734	35.4%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	576	11.8%	75
Purchased any HH furnishing in last 12 months	1,374	28.0%	93
Purchased bedding/bath goods in last 12 months	2,581	52.7%	96
Purchased cooking/serving product in last 12 months	1,342	27.4%	100
Bought any kitchen appliance in last 12 months	880	18.0%	103
<b>Insurance (Adults)</b>			
Currently carry any life insurance	5,285	52.9%	111
Have medical/hospital/accident insurance	7,198	72.0%	100
Carry homeowner insurance	6,086	60.9%	115
Carry renter insurance	498	5.0%	81
Have auto/other vehicle insurance	8,848	88.5%	107
<b>Pets (Households)</b>			
HH owns any pet	3,231	66.0%	128
HH owns any cat	1,594	32.5%	135
HH owns any dog	2,518	51.4%	136
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	4,742	47.5%	95
Read any daily newspaper	4,267	42.7%	103
Heavy magazine reader	1,671	16.7%	84
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	7,185	71.9%	100
Went to family restaurant/steak house last mo: <2 times	2,571	25.7%	100
Went to family restaurant/steak house last mo: 2-4 times	2,685	26.9%	99
Went to family restaurant/steak house last mo: 5+ times	1,929	19.3%	99
Went to fast food/drive-in restaurant in last 6 mo	9,076	90.8%	102
Went to fast food/drive-in restaurant <6 times/mo	3,314	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/mo	3,171	31.7%	110
Went to fast food/drive-in restaurant 14+ times/mo	2,591	25.9%	104
Fast food/drive-in last 6 mo: eat in	4,000	40.0%	106
Fast food/drive-in last 6 mo: home delivery	1,004	10.0%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	5,857	58.6%	112
Fast food/drive-in last 6 mo: take-out/walk-in	2,177	21.8%	89

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,361	68.6%	106
HH average monthly long distance phone bill: <\$16	1,397	28.5%	103
HH average monthly long distance phone bill: \$16-25	591	12.1%	106
HH average monthly long distance phone bill: \$26-59	371	7.6%	83
HH average monthly long distance phone bill: \$60+	213	4.3%	98
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	863	17.6%	90
HH owns 2 TVs	1,269	25.9%	99
HH owns 3 TVs	1,168	23.8%	106
HH owns 4+ TVs	1,100	22.5%	107
HH subscribes to cable TV	2,110	43.1%	74
HH Purchased audio equipment in last 12 months	440	9.0%	92
HH Purchased CD player in last 12 months	179	3.7%	94
HH Purchased DVD player in last 12 months	460	9.4%	97
HH Purchased MP3 player in last 12 months	819	8.2%	80
HH Purchased video game system in last 12 months	516	10.5%	98
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,038	50.4%	97
Took 3+ domestic trips in last 12 months	1,328	13.3%	90
Spent on domestic vacations last 12 mo: <\$1000	1,213	12.1%	96
Spent on domestic vacations last 12 mo: \$1000-\$1499	726	7.3%	108
Spent on domestic vacations last 12 mo: \$1500-\$1999	300	3.0%	74
Spent on domestic vacations last 12 mo: \$2000-\$2999	350	3.5%	85
Spent on domestic vacations last 12 mo: \$3000+	397	4.0%	79
Foreign travel in last 3 years	1,794	18.0%	70
Took 3+ foreign trips by plane in last 3 years	197	2.0%	42
Spent on foreign vacations last 12 mo: <\$1000	408	4.1%	68
Spent on foreign vacations last 12 mo: \$1000-\$2999	226	2.3%	55
Spent on foreign vacations last 12 mo: \$3000+	255	2.6%	52
Stayed 1+ nights at hotel/motel in last 12 months	3,941	39.4%	97

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Population 18+		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
HH owns a personal computer		128	106
Purchased home PC in last 12 months		27	105
Purchased home PC 1-2 years ago		38	103
Purchased home PC 3-4 years ago		35	110
Purchased home PC 5+ years ago		17	112
Spent <\$500 on home PC (most recent purchase)		14	99
Spent \$500-999 on home PC (most recent purchase)		33	113
Spent \$1000-1499 on home PC (most recent purchase)		24	112
Spent \$1500-1999 on home PC (most recent purchase)		13	112
Spent \$2000+ on home PC (most recent purchase)		8	79
Purchased home PC at computer superstore		20	96
Purchased home PC at department store		7	87
Purchased home PC direct from manufacturer		27	119
Purchased home PC at electronics store		22	122
Purchased home PC on Internet		12	85
Purchased home PC at warehouse discount outlet		4	112
HH owns desktop PC		106	113
HH owns laptop/notebook/tablet PC		46	90
HH owns any Apple/Mac clone brand PC		7	69
HH owns any IBM/compatible brand PC		118	107
Brand of PC that HH owns: Compaq		17	123
Brand of PC that HH owns: Dell		53	105
Brand of PC that HH owns: Gateway		11	101
Brand of PC that HH owns: Hewlett Packard		28	110
Brand of PC that HH owns: Sony Vaio		4	84
Child (under 18) uses home PC		41	119
HH owns CD burner		69	115
HH owns CD ROM drive		71	111
HH owns DVD drive		45	110
HH owns DVD-RW (DVD burner)		35	104
HH owns external hard drive		26	112
HH owns flash drive		36	107
HH owns LAN/network interface card		19	105
HH owns inkjet printer		81	116
HH owns laser printer		24	107
HH owns modem/fax modem		38	112
HH owns removable cartridge storage device		12	127
HH owns scanner		56	120
HH owns PC speakers		76	112
HH owns tape backup		5	115
HH owns webcam		17	92
HH owns software: accounting		17	117
HH owns software: communications/fax		13	97
HH owns software: database/filing		14	105
HH owns software: desktop publishing		24	121

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	17	10.3%	104
HH owns software: entertainment/games	53	32.5%	112
HH owns software: online meeting/conference	4	2.3%	86
HH owns software: personal finance/tax prep	25	15.4%	108
HH owns software: presentation graphics	12	7.5%	92
HH owns software: multimedia	26	15.7%	104
HH owns software: networking	19	11.7%	104
HH owns software: security/anti-virus	51	31.0%	111
HH owns software: spreadsheet	40	24.5%	106
HH owns software: utility	11	6.9%	95
HH owns software: web authoring	5	3.0%	88
HH owns software: word processing	58	35.3%	105
Spent \$500+ on software for home PC in last 12 mo	3	1.7%	77
Purchased computer book in last 12 months	6	3.8%	85
HH owns fax machine	10	6.1%	102
Purchased audio equipment in last 12 months	16	9.8%	101
Purchased headphones in last 12 months	6	3.5%	92
HH owns camcorder	37	22.9%	116
Purchased camcorder in last 12 months	3	2.1%	86
HH owns CD player	83	50.9%	110
Purchased CD player in last 12 months	7	4.2%	111
HH owns DVD player	115	70.3%	106
Purchased DVD player in last 12 months	17	10.3%	107
HH owns 1 TV	26	15.6%	81
HH owns 2 TVs	39	23.9%	91
HH owns 3 TVs	39	23.7%	106
HH owns 4+ TVs	44	26.8%	128
HH owns miniature screen TV (<13 in)	14	8.7%	108
Most recent TV purchase: miniature screen (<13 in)	5	2.8%	110
HH owns regular screen TV (13-26 in)	76	46.6%	107
Most recent TV purchase: regular screen (13-26 in)	39	23.6%	102
HH owns large screen TV (27-35 in)	79	48.4%	104
Most recent TV purchase: large screen (27-35 in)	51	31.0%	99
HH owns big screen TV (36-42 in)	34	20.5%	110
Most recent TV purchase: big screen (36-42 in)	26	16.1%	113
HH owns giant screen TV (over 42 in)	26	16.1%	112
Most recent TV purchase: giant screen (over 42 in)	19	11.9%	104
HH owns LCD TV	31	19.1%	99
HH owns plasma TV	14	8.3%	103
HH owns projection TV	11	6.6%	124
HH owns video game system	57	35.1%	104
Purchased video game system in last 12 months	18	10.9%	102
HH owns video game system: handheld	26	16.2%	103
HH owns video game system: attached to TV/computer	50	30.7%	104
HH owns video game system: Game Boy	13	7.8%	115
HH owns video game system: Game Boy Advance/SP	12	7.1%	111
HH owns video game system: Nintendo DS	13	8.2%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	8	5.0%	97
HH owns video game system: Nintendo Wii	12	7.2%	109
HH owns video game system: PlayStation 2	28	17.1%	104
HH owns video game system: PlayStation 3	5	3.1%	85
HH owns video game system: Sony PlayStation/PS One	7	4.5%	106
HH owns video game system: Sony PSP	4	2.4%	84
HH owns video game system: Xbox	11	6.4%	113
HH owns video game system: Xbox 360	9	5.4%	85
HH purchased 5+ video games in last 12 months	10	6.0%	94
HH spent \$101+ on video games in last 12 months	14	8.3%	106
Owns MP3 player	82	23.9%	89
Purchased MP3 player in last 12 months	32	9.5%	92
Owns Apple iPod	28	8.2%	74
Purchased Apple iPod in last 12 months	9	2.5%	78
Have any access to the Internet	299	87.5%	103
Have access to Internet: at home	260	76.0%	108
Have access to Internet: at work	140	40.8%	110
Have access to Internet: at school/library	77	22.4%	89
Have access to Internet: not hm/work/school/library	62	18.2%	93
Use Internet less than once a week	16	4.8%	117
Use Internet 1-2 times per week	21	6.2%	111
Use Internet 3-6 times per week	29	8.4%	106
Use Internet once a day	44	12.8%	116
Use Internet 2-4 times per day	59	17.3%	98
Use Internet 5 or more times per day	86	25.1%	101
Any Internet or online usage in last 30 days	255	74.6%	106
Used Internet in last 30 days: at home	227	66.5%	107
Used Internet in last 30 days: at work	119	34.9%	109
Used Internet in last 30 days: at school/library	17	4.9%	65
Used Internet/30 days: not home/work/school/library	28	8.3%	89
Internet last 30 days: used email	220	64.4%	103
Internet last 30 days: used Instant Messenger	75	22.1%	87
Internet last 30 days: paid bills online	110	32.0%	98
Internet last 30 days: visited online blog	26	7.6%	79
Internet last 30 days: wrote online blog	8	2.5%	63
Internet last 30 days: visited chat room	14	4.0%	88
Internet last 30 days: looked for employment	44	12.8%	98
Internet last 30 days: played games online	71	20.7%	99
Internet last 30 days: traded/tracked investments	35	10.2%	92
Internet last 30 days: downloaded music	54	15.8%	86
Internet last 30 days: made phone call	7	2.1%	56
Internet last 30 days: made personal purchase	103	30.1%	98
Internet last 30 days: made business purchase	32	9.3%	98
Internet last 30 days: made travel plans	56	16.3%	95
Internet last 30 days: watched online video	58	16.9%	88
Internet last 30 days: obtained new/used car info	29	8.6%	96
Internet last 30 days: obtained financial info	83	24.4%	101
Internet last 30 days: obtained medical info	55	16.0%	96
Internet last 30 days: obtained latest news	138	40.3%	105
Internet last 30 days: obtained real estate info	37	10.9%	101

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ECONOMIC DEVELOPMENT

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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	81	23.6%	102
Ordered anything on Internet in last 12 months	133	38.9%	112
Ordered on Internet/12 mo: airline ticket	50	14.7%	87
Ordered on Internet/12 mo: CD/tape	14	4.1%	94
Ordered on Internet/12 mo: clothing	55	16.2%	111
Ordered on Internet/12 mo: computer	10	2.9%	85
Ordered on Internet/12 mo: computer peripheral	13	3.7%	88
Ordered on Internet/12 mo: DVD	22	6.4%	98
Ordered on Internet/12 mo: flowers	12	3.5%	76
Ordered on Internet/12 mo: software	22	6.3%	113
Ordered on Internet/12 mo: tickets (concerts etc.)	32	9.4%	97
Ordered on Internet/12 mo: toy	18	5.2%	106
Purchased item from amazon.com in last 12 months	42	12.2%	87
Purchased item from barnes&noble.com in last 12 mo	9	2.8%	82
Purchased item from bestbuy.com in last 12 months	7	2.1%	81
Purchased item from ebay.com in last 12 months	37	10.9%	116
Purchased item from walmart.com in last 12 months	15	4.5%	107
Spent on Internet orders last 12 months: <\$100	22	6.4%	118
Spent on Internet orders last 12 months: \$100-199	23	6.8%	124
Spent on Internet orders last 12 months: \$200-499	35	10.1%	122
Spent on Internet orders last 12 months: \$500+	48	14.1%	96
Connection to Internet from home: dial-up modem	44	12.8%	154
Connection to Internet from home: cable modem	87	25.4%	95
Connection to Internet from home: DSL	92	27.0%	109
Connection to Internet from home: wireless	44	12.7%	93
Connection to Internet from home: any broadband	204	59.7%	101
DVDs rented in last 30 days: 1	9	2.7%	99
DVDs rented in last 30 days: 2	20	5.8%	126
DVDs rented in last 30 days: 3	11	3.3%	100
DVDs rented in last 30 days: 4	14	4.1%	106
DVDs rented in last 30 days: 5+	45	13.1%	100
Rented video tape/DVD last month: action/adventure	76	22.2%	110
Rented video tape/DVD last month: classic	17	4.8%	96
Rented video tape/DVD last month: comedy	76	22.3%	107
Rented video tape/DVD last month: drama	45	13.2%	97
Rented video tape/DVD last month: family/children	35	10.1%	115
Rented video tape/DVD last month: foreign	4	1.1%	59
Rented video tape/DVD last month: horror	24	6.9%	95
Rented video tape/DVD last month: romance	24	7.0%	93
Rented video tape/DVD last month: science fiction	19	5.6%	105
Rented video tape/DVD last mo at Blockbuster Video	40	11.7%	97
Rented video tape/DVD last mo at Hollywood Video	11	3.1%	78
Bought video tape/DVD last month: action/adventure	28	8.1%	98
Bought video tape/DVD last month: classic	11	3.2%	118
Bought video tape/DVD last month: comedy	30	8.7%	109
Bought video tape/DVD last month: drama	16	4.6%	108
Bought video tape/DVD last month: family/children	24	7.1%	119
Bought video tape/DVD last month: horror	9	2.6%	84
Bought video tape/DVD last month: romance	9	2.7%	103

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	6	1.7%	70
Bought blank video tape in last 6 months	45	13.1%	116
Bought 7+ blank video tapes in last 6 months	11	3.3%	123
DVDs purchased in last 30 days: 1	18	5.3%	106
DVDs purchased in last 30 days: 2	17	5.1%	105
DVDs purchased in last 30 days: 3-4	15	4.3%	95
DVDs purchased in last 30 days: 5+	18	5.3%	101
Bought any camera in last 12 months	42	12.4%	96
Spent on cameras in last 12 months: <\$100	16	4.6%	106
Spent on cameras in last 12 months: \$100-199	10	2.8%	97
Spent on cameras in last 12 months: \$200+	13	3.7%	96
Own APS (point & shoot or SLR) camera	8	2.3%	85
Own digital camera	129	37.9%	114
Bought digital camera in last 12 months	24	7.0%	103
Own digital point & shoot camera	98	28.8%	115
Bought digital point & shoot camera in last 12 mo	16	4.6%	95
Own digital SLR camera	35	10.2%	110
Bought digital SLR camera in last 12 months	8	2.3%	104
Own 35mm auto focus point & shoot camera	20	5.9%	125
Own 35mm auto focus single lens reflex camera	8	2.4%	98
Own 35mm auto focus zoom camera	27	8.0%	140
Own 35mm single lens reflex camera	11	3.2%	107
Own Canon camera	59	17.4%	110
Bought Canon camera in last 12 months	7	2.0%	96
Own Fuji camera	14	4.1%	101
Own Kodak camera	48	14.2%	119
Bought Kodak camera in last 12 months	8	2.5%	79
Own Nikon camera	19	5.6%	103
Own Olympus camera	19	5.6%	122
Own Polaroid camera	9	2.5%	107
Bought any camera accessory in last 12 months	173	50.5%	118
Bought film in last 12 months	72	21.1%	110
Bought film in last 12 months: <3 rolls	32	9.4%	105
Bought film in last 12 months: 3-6 rolls	24	7.1%	112
Bought film in last 12 months: 7+ rolls	16	4.5%	111
Bought film in last 12 mo: APS (color prints)	8	2.2%	88
Bought film in last 12 mo: instant developing	6	1.7%	88
Bought film in last 12 mo: 35mm (black & white)	2	0.7%	61
Bought film in last 12 mo: 35mm (color prints)	46	13.3%	118
Bought Fuji film in last 12 months	23	6.8%	134
Bought Kodak film in last 12 months	43	12.6%	106
Bought store-brand film in last 12 months	8	2.2%	110
Purchased film in last 12 mo: department store	14	4.0%	110
Purchased film in last 12 mo: discount store	22	6.3%	135

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ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

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Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	13	3.8%	81
Purchased film in last 12 mo: grocery store	8	2.4%	109
Purchased film in last 12 mo: 1 hour service store	7	2.0%	80
Had film processed at discount store	17	4.8%	150
Had film processed at drug store	13	3.8%	89
Had film processed at 1 hour service store	9	2.6%	91
Bought memory card for camera in last 12 months	29	8.4%	111
Own memory card for camera	103	30.3%	122

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ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Population 18+		4,845	5,082
Households		2,417	2,533
Median Household Income		\$53,069	\$58,526
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	1,752	72.5%	98
Purchased home PC in last 12 months	358	14.8%	94
Purchased home PC 1-2 years ago	527	21.8%	97
Purchased home PC 3-4 years ago	488	20.2%	104
Purchased home PC 5+ years ago	246	10.2%	109
Spent <\$500 on home PC (most recent purchase)	218	9.0%	104
Spent \$500-999 on home PC (most recent purchase)	475	19.7%	110
Spent \$1000-1499 on home PC (most recent purchase)	317	13.1%	100
Spent \$1500-1999 on home PC (most recent purchase)	155	6.4%	90
Spent \$2000+ on home PC (most recent purchase)	116	4.8%	77
Purchased home PC at computer superstore	260	10.8%	84
Purchased home PC at department store	137	5.7%	115
Purchased home PC direct from manufacturer	353	14.6%	105
Purchased home PC at electronics store	273	11.3%	102
Purchased home PC on Internet	163	6.8%	79
Purchased home PC at warehouse discount outlet	57	2.3%	108
HH owns desktop PC	1,434	59.3%	103
HH owns laptop/notebook/tablet PC	618	25.6%	82
HH owns any Apple/Mac clone brand PC	86	3.6%	57
HH owns any IBM/IBM compatible brand PC	1,630	67.5%	100
Brand of PC that HH owns: Compaq	228	9.4%	111
Brand of PC that HH owns: Dell	729	30.2%	98
Brand of PC that HH owns: Gateway	155	6.4%	96
Brand of PC that HH owns: Hewlett Packard	392	16.2%	104
Brand of PC that HH owns: Sony Vaio	51	2.1%	73
Child (under 18) uses home PC	534	22.1%	105
HH owns CD burner	922	38.1%	103
HH owns CD ROM drive	969	40.1%	102
HH owns DVD drive	582	24.1%	97
HH owns DVD-RW (DVD burner)	487	20.2%	98
HH owns external hard drive	307	12.7%	90
HH owns flash drive	455	18.8%	92
HH owns LAN/network interface card	230	9.5%	86
HH owns inkjet printer	1,090	45.1%	106
HH owns laser printer	326	13.5%	98
HH owns modem/fax modem	518	21.4%	103
HH owns removable cartridge storage device	140	5.8%	100
HH owns scanner	734	30.4%	107
HH owns PC speakers	1,035	42.8%	103
HH owns tape backup	60	2.5%	93
HH owns webcam	236	9.8%	86
HH owns software: accounting	204	8.4%	95
HH owns software: communications/fax	178	7.4%	90
HH owns software: database/filing	189	7.8%	96
HH owns software: desktop publishing	286	11.8%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	225	9.3%	93
HH owns software: entertainment/games	725	30.0%	103
HH owns software: online meeting/conference	43	1.8%	62
HH owns software: personal finance/tax prep	322	13.3%	94
HH owns software: presentation graphics	162	6.7%	84
HH owns software: multimedia	344	14.2%	93
HH owns software: networking	245	10.1%	90
HH owns software: security/anti-virus	678	28.0%	100
HH owns software: spreadsheet	514	21.3%	92
HH owns software: utility	148	6.1%	86
HH owns software: web authoring	58	2.4%	69
HH owns software: word processing	753	31.2%	93
Spent \$500+ on software for home PC in last 12 mo	41	1.7%	71
Purchased computer book in last 12 months	80	3.3%	77
HH owns fax machine	131	5.4%	90
Purchased audio equipment in last 12 months	218	9.0%	93
Purchased headphones in last 12 months	73	3.0%	76
HH owns camcorder	496	20.5%	105
Purchased camcorder in last 12 months	42	1.7%	82
HH owns CD player	1,165	48.2%	105
Purchased CD player in last 12 months	93	3.8%	99
HH owns DVD player	1,618	66.9%	101
Purchased DVD player in last 12 months	226	9.3%	96
HH owns 1 TV	420	17.4%	88
HH owns 2 TVs	620	25.7%	98
HH owns 3 TVs	568	23.5%	105
HH owns 4+ TVs	558	23.1%	110
HH owns miniature screen TV (<13 in)	224	9.3%	117
Most recent TV purchase: miniature screen (<13 in)	75	3.1%	112
HH owns regular screen TV (13-26 in)	1,126	46.6%	107
Most recent TV purchase: regular screen (13-26 in)	570	23.6%	101
HH owns large screen TV (27-35 in)	1,188	49.2%	106
Most recent TV purchase: large screen (27-35 in)	809	33.5%	106
HH owns big screen TV (36-42 in)	433	17.9%	95
Most recent TV purchase: big screen (36-42 in)	333	13.8%	98
HH owns giant screen TV (over 42 in)	334	13.8%	97
Most recent TV purchase: giant screen (over 42 in)	256	10.6%	95
HH owns LCD TV	416	17.2%	90
HH owns plasma TV	181	7.5%	90
HH owns projection TV	138	5.7%	106
HH owns video game system	806	33.4%	100
Purchased video game system in last 12 months	248	10.3%	95
HH owns video game system: handheld	367	15.2%	99
HH owns video game system: attached to TV/computer	711	29.4%	100
HH owns video game system: Game Boy	173	7.1%	104
HH owns video game system: Game Boy Advance/SP	159	6.6%	100
HH owns video game system: Nintendo DS	186	7.7%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	114	4.7%	94
HH owns video game system: Nintendo Wii	147	6.1%	90
HH owns video game system: PlayStation 2	403	16.7%	101
HH owns video game system: PlayStation 3	78	3.2%	89
HH owns video game system: Sony PlayStation/PS One	102	4.2%	104
HH owns video game system: Sony PSP	51	2.1%	72
HH owns video game system: Xbox	152	6.3%	106
HH owns video game system: Xbox 360	128	5.3%	82
HH purchased 5+ video games in last 12 months	134	5.5%	85
HH spent \$101+ on video games in last 12 months	172	7.1%	88
Owns MP3 player	1,081	22.3%	83
Purchased MP3 player in last 12 months	405	8.4%	82
Owns Apple iPod	362	7.5%	67
Purchased Apple iPod in last 12 months	102	2.1%	62
Have any access to the Internet	4,091	84.4%	100
Have access to Internet: at home	3,303	68.2%	97
Have access to Internet: at work	1,692	34.9%	94
Have access to Internet: at school/library	1,153	23.8%	94
Have access to Internet: not hm/work/school/library	909	18.8%	97
Use Internet less than once a week	251	5.2%	130
Use Internet 1-2 times per week	326	6.7%	122
Use Internet 3-6 times per week	438	9.0%	112
Use Internet once a day	549	11.3%	102
Use Internet 2-4 times per day	760	15.7%	89
Use Internet 5 or more times per day	980	20.2%	81
Any Internet or online usage in last 30 days	3,305	68.2%	97
Used Internet in last 30 days: at home	2,825	58.3%	94
Used Internet in last 30 days: at work	1,392	28.7%	90
Used Internet in last 30 days: at school/library	275	5.7%	74
Used Internet/30 days: not home/work/school/library	392	8.1%	88
Internet last 30 days: used email	2,780	57.4%	92
Internet last 30 days: used Instant Messenger	999	20.6%	81
Internet last 30 days: paid bills online	1,362	28.1%	85
Internet last 30 days: visited online blog	337	7.0%	73
Internet last 30 days: wrote online blog	129	2.7%	72
Internet last 30 days: visited chat room	167	3.4%	74
Internet last 30 days: looked for employment	545	11.3%	86
Internet last 30 days: played games online	999	20.6%	98
Internet last 30 days: traded/tracked investments	397	8.2%	73
Internet last 30 days: downloaded music	680	14.0%	76
Internet last 30 days: made phone call	92	1.9%	52
Internet last 30 days: made personal purchase	1,250	25.8%	84
Internet last 30 days: made business purchase	384	7.9%	83
Internet last 30 days: made travel plans	598	12.4%	71
Internet last 30 days: watched online video	704	14.5%	76
Internet last 30 days: obtained new/used car info	366	7.6%	85
Internet last 30 days: obtained financial info	993	20.5%	86
Internet last 30 days: obtained medical info	731	15.1%	90
Internet last 30 days: obtained latest news	1,655	34.2%	89
Internet last 30 days: obtained real estate info	397	8.2%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	986	20.4%	88
Ordered anything on Internet in last 12 months	1,597	33.0%	95
Ordered on Internet/12 mo: airline ticket	551	11.4%	68
Ordered on Internet/12 mo: CD/tape	177	3.7%	83
Ordered on Internet/12 mo: clothing	658	13.6%	94
Ordered on Internet/12 mo: computer	126	2.6%	76
Ordered on Internet/12 mo: computer peripheral	169	3.5%	80
Ordered on Internet/12 mo: DVD	282	5.8%	89
Ordered on Internet/12 mo: flowers	145	3.0%	65
Ordered on Internet/12 mo: software	225	4.7%	81
Ordered on Internet/12 mo: tickets (concerts etc.)	350	7.2%	75
Ordered on Internet/12 mo: toy	212	4.4%	88
Purchased item from amazon.com in last 12 months	506	10.4%	74
Purchased item from barnes&noble.com in last 12 mo	108	2.2%	70
Purchased item from bestbuy.com in last 12 months	87	1.8%	71
Purchased item from ebay.com in last 12 months	458	9.4%	102
Purchased item from walmart.com in last 12 months	221	4.6%	111
Spent on Internet orders last 12 months: <\$100	295	6.1%	112
Spent on Internet orders last 12 months: \$100-199	273	5.6%	104
Spent on Internet orders last 12 months: \$200-499	414	8.5%	102
Spent on Internet orders last 12 months: \$500+	542	11.2%	77
Connection to Internet from home: dial-up modem	639	13.2%	158
Connection to Internet from home: cable modem	1,043	21.5%	80
Connection to Internet from home: DSL	1,147	23.7%	96
Connection to Internet from home: wireless	459	9.5%	69
Connection to Internet from home: any broadband	2,496	51.5%	87
DVDs rented in last 30 days: 1	109	2.2%	85
DVDs rented in last 30 days: 2	219	4.5%	98
DVDs rented in last 30 days: 3	134	2.8%	86
DVDs rented in last 30 days: 4	179	3.7%	96
DVDs rented in last 30 days: 5+	599	12.4%	94
Rented video tape/DVD last month: action/adventure	987	20.4%	101
Rented video tape/DVD last month: classic	212	4.4%	84
Rented video tape/DVD last month: comedy	979	20.2%	98
Rented video tape/DVD last month: drama	578	11.9%	88
Rented video tape/DVD last month: family/children	458	9.5%	106
Rented video tape/DVD last month: foreign	51	1.0%	53
Rented video tape/DVD last month: horror	379	7.8%	106
Rented video tape/DVD last month: romance	367	7.6%	101
Rented video tape/DVD last month: science fiction	268	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	465	9.6%	79
Rented video tape/DVD last mo at Hollywood Video	130	2.7%	65
Bought video tape/DVD last month: action/adventure	398	8.2%	98
Bought video tape/DVD last month: classic	143	2.9%	108
Bought video tape/DVD last month: comedy	416	8.6%	107
Bought video tape/DVD last month: drama	202	4.2%	96
Bought video tape/DVD last month: family/children	321	6.6%	112
Bought video tape/DVD last month: horror	144	3.0%	95
Bought video tape/DVD last month: romance	133	2.7%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	85	1.8%	70
Bought blank video tape in last 6 months	550	11.4%	100
Bought 7+ blank video tapes in last 6 months	117	2.4%	93
DVDs purchased in last 30 days: 1	233	4.8%	97
DVDs purchased in last 30 days: 2	224	4.6%	98
DVDs purchased in last 30 days: 3-4	212	4.4%	94
DVDs purchased in last 30 days: 5+	292	6.0%	116
Bought any camera in last 12 months	646	13.3%	104
Spent on cameras in last 12 months: <\$100	256	5.3%	119
Spent on cameras in last 12 months: \$100-199	142	2.9%	97
Spent on cameras in last 12 months: \$200+	163	3.4%	85
Own APS (point & shoot or SLR) camera	107	2.2%	80
Own digital camera	1,646	34.0%	103
Bought digital camera in last 12 months	322	6.6%	97
Own digital point & shoot camera	1,243	25.7%	103
Bought digital point & shoot camera in last 12 mo	225	4.7%	94
Own digital SLR camera	446	9.2%	99
Bought digital SLR camera in last 12 months	98	2.0%	90
Own 35mm auto focus point & shoot camera	263	5.4%	116
Own 35mm auto focus single lens reflex camera	98	2.0%	85
Own 35mm auto focus zoom camera	339	7.0%	124
Own 35mm single lens reflex camera	135	2.8%	93
Own Canon camera	712	14.7%	93
Bought Canon camera in last 12 months	88	1.8%	85
Own Fuji camera	197	4.1%	101
Own Kodak camera	686	14.2%	120
Bought Kodak camera in last 12 months	139	2.9%	97
Own Nikon camera	228	4.7%	87
Own Olympus camera	202	4.2%	92
Own Polaroid camera	118	2.4%	99
Bought any camera accessory in last 12 months	2,180	45.0%	105
Bought film in last 12 months	1,009	20.8%	109
Bought film in last 12 months: <3 rolls	455	9.4%	106
Bought film in last 12 months: 3-6 rolls	342	7.1%	113
Bought film in last 12 months: 7+ rolls	213	4.4%	104
Bought film in last 12 mo: APS (color prints)	118	2.4%	91
Bought film in last 12 mo: instant developing	99	2.0%	102
Bought film in last 12 mo: 35mm (black & white)	33	0.7%	72
Bought film in last 12 mo: 35mm (color prints)	641	13.2%	116
Bought Fuji film in last 12 months	286	5.9%	117
Bought Kodak film in last 12 months	628	13.0%	109
Bought store-brand film in last 12 months	93	1.9%	90
Purchased film in last 12 mo: department store	233	4.8%	129
Purchased film in last 12 mo: discount store	279	5.8%	121

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	188	3.9%	83
Purchased film in last 12 mo: grocery store	113	2.3%	109
Purchased film in last 12 mo: 1 hour service store	121	2.5%	98
Had film processed at discount store	199	4.1%	124
Had film processed at drug store	197	4.1%	95
Had film processed at 1 hour service store	147	3.0%	105
Bought memory card for camera in last 12 months	353	7.3%	95
Own memory card for camera	1,279	26.4%	107

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Demographic Summary		2010	2015
Population		13,371	13,970
Population 18+		9,993	10,485
Households		4,899	5,151
Median Household Income		\$54,202	\$59,971
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	3,573	72.9%	99
Purchased home PC in last 12 months	719	14.7%	93
Purchased home PC 1-2 years ago	1,096	22.4%	99
Purchased home PC 3-4 years ago	983	20.1%	103
Purchased home PC 5+ years ago	482	9.8%	105
Spent <\$500 on home PC (most recent purchase)	446	9.1%	105
Spent \$500-999 on home PC (most recent purchase)	981	20.0%	112
Spent \$1000-1499 on home PC (most recent purchase)	618	12.6%	97
Spent \$1500-1999 on home PC (most recent purchase)	293	6.0%	84
Spent \$2000+ on home PC (most recent purchase)	245	5.0%	81
Purchased home PC at computer superstore	548	11.2%	88
Purchased home PC at department store	274	5.6%	113
Purchased home PC direct from manufacturer	683	13.9%	100
Purchased home PC at electronics store	531	10.8%	98
Purchased home PC on Internet	343	7.0%	81
Purchased home PC at warehouse discount outlet	121	2.5%	113
HH owns desktop PC	2,900	59.2%	103
HH owns laptop/notebook/tablet PC	1,264	25.8%	83
HH owns any Apple/Mac clone brand PC	188	3.8%	61
HH owns any IBM/IBM compatible brand PC	3,323	67.8%	101
Brand of PC that HH owns: Compaq	457	9.3%	110
Brand of PC that HH owns: Dell	1,471	30.0%	97
Brand of PC that HH owns: Gateway	319	6.5%	98
Brand of PC that HH owns: Hewlett Packard	806	16.4%	106
Brand of PC that HH owns: Sony Vaio	104	2.1%	73
Child (under 18) uses home PC	1,075	21.9%	104
HH owns CD burner	1,848	37.7%	102
HH owns CD ROM drive	1,955	39.9%	102
HH owns DVD drive	1,163	23.7%	95
HH owns DVD-RW (DVD burner)	994	20.3%	99
HH owns external hard drive	617	12.6%	89
HH owns flash drive	926	18.9%	92
HH owns LAN/network interface card	457	9.3%	84
HH owns inkjet printer	2,178	44.5%	104
HH owns laser printer	642	13.1%	95
HH owns modem/fax modem	1,048	21.4%	103
HH owns removable cartridge storage device	254	5.2%	89
HH owns scanner	1,494	30.5%	107
HH owns PC speakers	2,096	42.8%	103
HH owns tape backup	120	2.4%	92
HH owns webcam	470	9.6%	85
HH owns software: accounting	405	8.3%	93
HH owns software: communications/fax	349	7.1%	87
HH owns software: database/filing	364	7.4%	91
HH owns software: desktop publishing	582	11.9%	98

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HH owns software: education/training	446	9.1%	91
HH owns software: entertainment/games	1,457	29.7%	103
HH owns software: online meeting/conference	92	1.9%	66
HH owns software: personal finance/tax prep	625	12.8%	90
HH owns software: presentation graphics	325	6.6%	83
HH owns software: multimedia	681	13.9%	91
HH owns software: networking	484	9.9%	88
HH owns software: security/anti-virus	1,317	26.9%	96
HH owns software: spreadsheet	1,026	20.9%	91
HH owns software: utility	289	5.9%	83
HH owns software: web authoring	119	2.4%	70
HH owns software: word processing	1,502	30.7%	91
Spent \$500+ on software for home PC in last 12 mo	90	1.8%	77
Purchased computer book in last 12 months	159	3.2%	75
HH owns fax machine	267	5.4%	91
Purchased audio equipment in last 12 months	440	9.0%	92
Purchased headphones in last 12 months	151	3.1%	77
HH owns camcorder	1,025	20.9%	107
Purchased camcorder in last 12 months	85	1.7%	82
HH owns CD player	2,338	47.7%	104
Purchased CD player in last 12 months	179	3.7%	94
HH owns DVD player	3,245	66.2%	100
Purchased DVD player in last 12 months	460	9.4%	97
HH owns 1 TV	863	17.6%	90
HH owns 2 TVs	1,269	25.9%	99
HH owns 3 TVs	1,168	23.8%	106
HH owns 4+ TVs	1,100	22.5%	107
HH owns miniature screen TV (<13 in)	451	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	141	2.9%	104
HH owns regular screen TV (13-26 in)	2,268	46.3%	106
Most recent TV purchase: regular screen (13-26 in)	1,147	23.4%	100
HH owns large screen TV (27-35 in)	2,441	49.8%	107
Most recent TV purchase: large screen (27-35 in)	1,654	33.8%	107
HH owns big screen TV (36-42 in)	876	17.9%	95
Most recent TV purchase: big screen (36-42 in)	675	13.8%	98
HH owns giant screen TV (over 42 in)	679	13.8%	97
Most recent TV purchase: giant screen (over 42 in)	535	10.9%	98
HH owns LCD TV	854	17.4%	91
HH owns plasma TV	387	7.9%	95
HH owns projection TV	268	5.5%	101
HH owns video game system	1,660	33.9%	101
Purchased video game system in last 12 months	516	10.5%	98
HH owns video game system: handheld	751	15.3%	100
HH owns video game system: attached to TV/computer	1,477	30.2%	102
HH owns video game system: Game Boy	347	7.1%	103
HH owns video game system: Game Boy Advance/SP	320	6.5%	99
HH owns video game system: Nintendo DS	380	7.8%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	224	4.6%	91
HH owns video game system: Nintendo Wii	311	6.4%	94
HH owns video game system: PlayStation 2	828	16.9%	103
HH owns video game system: PlayStation 3	173	3.5%	98
HH owns video game system: Sony PlayStation/PS One	219	4.5%	111
HH owns video game system: Sony PSP	113	2.3%	79
HH owns video game system: Xbox	318	6.5%	109
HH owns video game system: Xbox 360	266	5.4%	84
HH purchased 5+ video games in last 12 months	273	5.6%	86
HH spent \$101+ on video games in last 12 months	354	7.2%	90
Owns MP3 player	2,208	22.1%	82
Purchased MP3 player in last 12 months	819	8.2%	80
Owns Apple iPod	728	7.3%	66
Purchased Apple iPod in last 12 months	207	2.1%	61
Have any access to the Internet	8,442	84.5%	100
Have access to Internet: at home	6,763	67.7%	96
Have access to Internet: at work	3,384	33.9%	91
Have access to Internet: at school/library	2,393	23.9%	95
Have access to Internet: not hm/work/school/library	1,938	19.4%	100
Use Internet less than once a week	515	5.2%	129
Use Internet 1-2 times per week	697	7.0%	126
Use Internet 3-6 times per week	935	9.4%	116
Use Internet once a day	1,149	11.5%	104
Use Internet 2-4 times per day	1,534	15.4%	87
Use Internet 5 or more times per day	1,979	19.8%	79
Any Internet or online usage in last 30 days	6,810	68.1%	97
Used Internet in last 30 days: at home	5,797	58.0%	93
Used Internet in last 30 days: at work	2,787	27.9%	88
Used Internet in last 30 days: at school/library	594	5.9%	77
Used Internet/30 days: not home/work/school/library	805	8.1%	87
Internet last 30 days: used email	5,737	57.4%	92
Internet last 30 days: used Instant Messenger	2,078	20.8%	82
Internet last 30 days: paid bills online	2,839	28.4%	86
Internet last 30 days: visited online blog	706	7.1%	74
Internet last 30 days: wrote online blog	256	2.6%	69
Internet last 30 days: visited chat room	342	3.4%	73
Internet last 30 days: looked for employment	1,145	11.5%	87
Internet last 30 days: played games online	2,098	21.0%	100
Internet last 30 days: traded/tracked investments	792	7.9%	71
Internet last 30 days: downloaded music	1,433	14.3%	78
Internet last 30 days: made phone call	207	2.1%	56
Internet last 30 days: made personal purchase	2,536	25.4%	82
Internet last 30 days: made business purchase	777	7.8%	82
Internet last 30 days: made travel plans	1,183	11.8%	69
Internet last 30 days: watched online video	1,461	14.6%	76
Internet last 30 days: obtained new/used car info	712	7.1%	81
Internet last 30 days: obtained financial info	1,982	19.8%	83
Internet last 30 days: obtained medical info	1,515	15.2%	91
Internet last 30 days: obtained latest news	3,354	33.6%	87
Internet last 30 days: obtained real estate info	755	7.6%	70

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,975	19.8%	85
Ordered anything on Internet in last 12 months	3,168	31.7%	92
Ordered on Internet/12 mo: airline ticket	1,148	11.5%	69
Ordered on Internet/12 mo: CD/tape	386	3.9%	88
Ordered on Internet/12 mo: clothing	1,321	13.2%	91
Ordered on Internet/12 mo: computer	260	2.6%	76
Ordered on Internet/12 mo: computer peripheral	353	3.5%	81
Ordered on Internet/12 mo: DVD	545	5.5%	83
Ordered on Internet/12 mo: flowers	322	3.2%	70
Ordered on Internet/12 mo: software	452	4.5%	79
Ordered on Internet/12 mo: tickets (concerts etc.)	713	7.1%	74
Ordered on Internet/12 mo: toy	414	4.1%	83
Purchased item from amazon.com in last 12 months	1,070	10.7%	76
Purchased item from barnes&noble.com in last 12 mo	226	2.3%	71
Purchased item from bestbuy.com in last 12 months	169	1.7%	67
Purchased item from ebay.com in last 12 months	928	9.3%	100
Purchased item from walmart.com in last 12 months	449	4.5%	110
Spent on Internet orders last 12 months: <\$100	574	5.7%	105
Spent on Internet orders last 12 months: \$100-199	530	5.3%	98
Spent on Internet orders last 12 months: \$200-499	813	8.1%	97
Spent on Internet orders last 12 months: \$500+	1,095	11.0%	75
Connection to Internet from home: dial-up modem	1,349	13.5%	162
Connection to Internet from home: cable modem	2,079	20.8%	77
Connection to Internet from home: DSL	2,376	23.8%	97
Connection to Internet from home: wireless	936	9.4%	68
Connection to Internet from home: any broadband	5,082	50.9%	86
DVDs rented in last 30 days: 1	226	2.3%	85
DVDs rented in last 30 days: 2	436	4.4%	94
DVDs rented in last 30 days: 3	257	2.6%	80
DVDs rented in last 30 days: 4	343	3.4%	89
DVDs rented in last 30 days: 5+	1,207	12.1%	92
Rented video tape/DVD last month: action/adventure	1,968	19.7%	97
Rented video tape/DVD last month: classic	415	4.1%	80
Rented video tape/DVD last month: comedy	1,949	19.5%	94
Rented video tape/DVD last month: drama	1,162	11.6%	86
Rented video tape/DVD last month: family/children	927	9.3%	104
Rented video tape/DVD last month: foreign	104	1.0%	53
Rented video tape/DVD last month: horror	770	7.7%	104
Rented video tape/DVD last month: romance	732	7.3%	98
Rented video tape/DVD last month: science fiction	551	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	931	9.3%	77
Rented video tape/DVD last mo at Hollywood Video	249	2.5%	60
Bought video tape/DVD last month: action/adventure	813	8.1%	97
Bought video tape/DVD last month: classic	283	2.8%	104
Bought video tape/DVD last month: comedy	814	8.1%	101
Bought video tape/DVD last month: drama	397	4.0%	92
Bought video tape/DVD last month: family/children	680	6.8%	115
Bought video tape/DVD last month: horror	271	2.7%	86
Bought video tape/DVD last month: romance	265	2.7%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

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4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	171	1.7%	69
Bought blank video tape in last 6 months	1,098	11.0%	97
Bought 7+ blank video tapes in last 6 months	238	2.4%	91
DVDs purchased in last 30 days: 1	481	4.8%	97
DVDs purchased in last 30 days: 2	453	4.5%	96
DVDs purchased in last 30 days: 3-4	463	4.6%	100
DVDs purchased in last 30 days: 5+	583	5.8%	112
Bought any camera in last 12 months	1,330	13.3%	104
Spent on cameras in last 12 months: <\$100	539	5.4%	122
Spent on cameras in last 12 months: \$100-199	295	3.0%	98
Spent on cameras in last 12 months: \$200+	339	3.4%	85
Own APS (point & shoot or SLR) camera	223	2.2%	81
Own digital camera	3,390	33.9%	103
Bought digital camera in last 12 months	644	6.4%	94
Own digital point & shoot camera	2,562	25.6%	103
Bought digital point & shoot camera in last 12 mo	471	4.7%	95
Own digital SLR camera	925	9.3%	100
Bought digital SLR camera in last 12 months	202	2.0%	90
Own 35mm auto focus point & shoot camera	525	5.3%	112
Own 35mm auto focus single lens reflex camera	205	2.1%	86
Own 35mm auto focus zoom camera	695	7.0%	124
Own 35mm single lens reflex camera	295	3.0%	98
Own Canon camera	1,466	14.7%	93
Bought Canon camera in last 12 months	177	1.8%	83
Own Fuji camera	413	4.1%	102
Own Kodak camera	1,482	14.8%	125
Bought Kodak camera in last 12 months	309	3.1%	104
Own Nikon camera	479	4.8%	89
Own Olympus camera	408	4.1%	90
Own Polaroid camera	266	2.7%	108
Bought any camera accessory in last 12 months	4,469	44.7%	105
Bought film in last 12 months	2,052	20.5%	107
Bought film in last 12 months: <3 rolls	931	9.3%	105
Bought film in last 12 months: 3-6 rolls	675	6.8%	108
Bought film in last 12 months: 7+ rolls	447	4.5%	106
Bought film in last 12 mo: APS (color prints)	252	2.5%	94
Bought film in last 12 mo: instant developing	211	2.1%	106
Bought film in last 12 mo: 35mm (black & white)	62	0.6%	65
Bought film in last 12 mo: 35mm (color prints)	1,273	12.7%	112
Bought Fuji film in last 12 months	547	5.5%	109
Bought Kodak film in last 12 months	1,315	13.2%	111
Bought store-brand film in last 12 months	182	1.8%	85
Purchased film in last 12 mo: department store	477	4.8%	128
Purchased film in last 12 mo: discount store	573	5.7%	120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	380	3.8%	81
Purchased film in last 12 mo: grocery store	204	2.0%	95
Purchased film in last 12 mo: 1 hour service store	262	2.6%	103
Had film processed at discount store	396	4.0%	120
Had film processed at drug store	402	4.0%	94
Had film processed at 1 hour service store	318	3.2%	110
Bought memory card for camera in last 12 months	693	6.9%	91
Own memory card for camera	2,623	26.2%	106

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Population 18+		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	192	56.1%	114
Bank/financial institution: use savings & loan	36	10.5%	101
Bank/financial institution: use credit union	95	27.8%	123
Bank/financial institution: use fed savings bank	6	1.8%	76
Bank/financial institution: use mutual funds co	13	3.8%	117
Bank/financial institution: use Internet Bank	11	3.2%	74
Used ATM/cash machine in last 12 months	180	52.6%	104
Banked in person in last 12 months	198	57.9%	112
Banked by mail in last 12 months	18	5.3%	98
Banked by phone in last 12 months	58	17.0%	113
Did banking over the Internet in last 12 months	100	29.2%	107
Used direct deposit of paycheck in last 12 months	148	43.3%	112
Have interest checking account	126	36.8%	114
Have non-interest checking account	106	31.0%	116
Have money market account	40	11.7%	95
Have savings account	148	43.3%	119
Have 401K retirement savings	76	22.2%	125
Have IRA retirement savings	65	19.0%	126
Have auto loan for new car	46	13.5%	117
Have personal loan for education only	14	4.1%	101
Have personal loan-not for education	11	3.2%	128
Have home mortgage (1st)	87	25.4%	132
Have 2nd mortgage (equity loan)	28	8.2%	130
Have home equity line of credit	29	8.5%	141
Have personal line of credit	16	4.7%	103
Have overdraft protection	55	16.1%	121
Own any securities investment	102	29.8%	119
Own annuities	10	2.9%	96
Own certificate of deposit (6 months or less)	10	2.9%	83
Own certificate of deposit (more than 6 months)	20	5.8%	105
Own common/preferred stock in company you work for	10	2.9%	97
Own common stock in company you don't work for	24	7.0%	111
Own insured money market account (bank)	6	1.8%	85
Own shares in money market fund	28	8.2%	123
Own shares in mutual fund (bonds)	23	6.7%	113
Own shares in mutual fund (stock)	39	11.4%	121
Own any stock	34	9.9%	108
Own stock with market value <\$10000	11	3.2%	104
Own stock with market value \$10000-49999	10	2.9%	117
Own stock with market value \$50000+	8	2.3%	94

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	32		9.4%	137
Used financial planning counsel in last 12 months	32		9.4%	119
Used full service brokerage firm in last 12 months	24		7.0%	113
Own any credit/debit card (in own name)	268		78.4%	106
Own American Express card (in own name)	33		9.6%	78
Own Discover card (in own name)	46		13.5%	120
Own MasterCard (in own name)	127		37.1%	108
Own Visa (in own name)	183		53.5%	109
Own any department store credit card (in own name)	118		34.5%	111
Avg monthly credit card expenditures: <\$111	56		16.4%	118
Avg monthly credit card expenditures: \$111-225	29		8.5%	109
Avg monthly credit card expenditures: \$226-450	30		8.8%	117
Avg monthly credit card expenditures: \$451-700	23		6.7%	105
Avg monthly credit card expenditures: \$701+	42		12.3%	92

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## Financial Investments Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015	
Population		6,452	6,723	
Population 18+		4,845	5,082	
Households		2,417	2,533	
Median Household Income		\$53,069	\$58,526	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		2,643	54.6%	110
Bank/financial institution: use savings & loan		504	10.4%	99
Bank/financial institution: use credit union		1,255	25.9%	114
Bank/financial institution: use fed savings bank		100	2.1%	90
Bank/financial institution: use mutual funds co		129	2.7%	82
Bank/financial institution: use Internet Bank		150	3.1%	72
Used ATM/cash machine in last 12 months		2,378	49.1%	97
Banked in person in last 12 months		2,687	55.5%	107
Banked by mail in last 12 months		248	5.1%	96
Banked by phone in last 12 months		794	16.4%	109
Did banking over the Internet in last 12 months		1,254	25.9%	95
Used direct deposit of paycheck in last 12 months		2,007	41.4%	107
Have interest checking account		1,679	34.7%	108
Have non-interest checking account		1,379	28.5%	107
Have money market account		475	9.8%	80
Have savings account		1,886	38.9%	107
Have 401K retirement savings		900	18.6%	105
Have IRA retirement savings		706	14.6%	97
Have auto loan for new car		649	13.4%	116
Have personal loan for education only		206	4.3%	105
Have personal loan-not for education		167	3.4%	137
Have home mortgage (1st)		1,040	21.5%	112
Have 2nd mortgage (equity loan)		314	6.5%	103
Have home equity line of credit		295	6.1%	101
Have personal line of credit		229	4.7%	104
Have overdraft protection		652	13.5%	101
Own any securities investment		1,239	25.6%	102
Own annuities		140	2.9%	95
Own certificate of deposit (6 months or less)		148	3.1%	87
Own certificate of deposit (more than 6 months)		265	5.5%	98
Own common/preferred stock in company you work for		118	2.4%	81
Own common stock in company you don't work for		273	5.6%	89
Own insured money market account (bank)		74	1.5%	74
Own shares in money market fund		311	6.4%	97
Own shares in mutual fund (bonds)		239	4.9%	83
Own shares in mutual fund (stock)		442	9.1%	97
Own any stock		400	8.3%	90
Own stock with market value <\$10000		137	2.8%	91
Own stock with market value \$10000-49999		108	2.2%	89
Own stock with market value \$50000+		91	1.9%	75

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

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Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	368		7.6%	111
Used financial planning counsel in last 12 months	349		7.2%	92
Used full service brokerage firm in last 12 months	253		5.2%	84
Own any credit/debit card (in own name)	3,615		74.6%	101
Own American Express card (in own name)	369		7.6%	61
Own Discover card (in own name)	579		12.0%	107
Own MasterCard (in own name)	1,593		32.9%	96
Own Visa (in own name)	2,398		49.5%	101
Own any department store credit card (in own name)	1,511		31.2%	100
Avg monthly credit card expenditures: <\$111	780		16.1%	116
Avg monthly credit card expenditures: \$111-225	413		8.5%	109
Avg monthly credit card expenditures: \$226-450	350		7.2%	97
Avg monthly credit card expenditures: \$451-700	293		6.0%	95
Avg monthly credit card expenditures: \$701+	470		9.7%	73

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ECONOMIC DEVELOPMENT

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Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015	
Population		13,371	13,970	
Population 18+		9,993	10,485	
Households		4,899	5,151	
Median Household Income		\$54,202	\$59,971	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		5,291	52.9%	107
Bank/financial institution: use savings & loan		1,028	10.3%	98
Bank/financial institution: use credit union		2,544	25.5%	112
Bank/financial institution: use fed savings bank		208	2.1%	90
Bank/financial institution: use mutual funds co		258	2.6%	79
Bank/financial institution: use Internet Bank		330	3.3%	76
Used ATM/cash machine in last 12 months		4,882	48.9%	96
Banked in person in last 12 months		5,420	54.2%	105
Banked by mail in last 12 months		504	5.0%	94
Banked by phone in last 12 months		1,612	16.1%	107
Did banking over the Internet in last 12 months		2,566	25.7%	94
Used direct deposit of paycheck in last 12 months		4,108	41.1%	107
Have interest checking account		3,385	33.9%	105
Have non-interest checking account		2,752	27.5%	103
Have money market account		965	9.7%	78
Have savings account		3,788	37.9%	104
Have 401K retirement savings		1,802	18.0%	102
Have IRA retirement savings		1,372	13.7%	91
Have auto loan for new car		1,315	13.2%	114
Have personal loan for education only		436	4.4%	108
Have personal loan-not for education		343	3.4%	136
Have home mortgage (1st)		2,067	20.7%	108
Have 2nd mortgage (equity loan)		632	6.3%	101
Have home equity line of credit		597	6.0%	99
Have personal line of credit		466	4.7%	103
Have overdraft protection		1,352	13.5%	102
Own any securities investment		2,424	24.3%	97
Own annuities		286	2.9%	94
Own certificate of deposit (6 months or less)		308	3.1%	88
Own certificate of deposit (more than 6 months)		519	5.2%	93
Own common/preferred stock in company you work for		242	2.4%	80
Own common stock in company you don't work for		553	5.5%	88
Own insured money market account (bank)		155	1.6%	75
Own shares in money market fund		627	6.3%	95
Own shares in mutual fund (bonds)		476	4.8%	80
Own shares in mutual fund (stock)		846	8.5%	90
Own any stock		794	7.9%	86
Own stock with market value <\$10000		275	2.8%	89
Own stock with market value \$10000-49999		218	2.2%	87
Own stock with market value \$50000+		191	1.9%	77

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	703		7.0%	103
Used financial planning counsel in last 12 months	656		6.6%	84
Used full service brokerage firm in last 12 months	481		4.8%	78
Own any credit/debit card (in own name)	7,353		73.6%	99
Own American Express card (in own name)	777		7.8%	63
Own Discover card (in own name)	1,158		11.6%	104
Own MasterCard (in own name)	3,262		32.6%	95
Own Visa (in own name)	4,859		48.6%	99
Own any department store credit card (in own name)	3,027		30.3%	98
Avg monthly credit card expenditures: <\$111	1,537		15.4%	111
Avg monthly credit card expenditures: \$111-225	801		8.0%	103
Avg monthly credit card expenditures: \$226-450	688		6.9%	92
Avg monthly credit card expenditures: \$451-700	596		6.0%	94
Avg monthly credit card expenditures: \$701+	962		9.6%	72

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Population 18+		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	111	68.1%	131
HH owns any bird	6	3.7%	126
HH owns any cat	57	35.0%	145
HH owns any dog	89	54.6%	144
HH owns 1 cat	26	16.0%	124
HH owns 2+ cats	31	19.0%	164
HH owns 1 dog	50	30.7%	130
HH owns 2+ dogs	38	23.3%	158
HH used canned cat food in last 6 months	24	14.7%	126
HH used <4 cans of cat food in last 7 days	8	4.9%	112
HH used 8+ cans of cat food in last 7 days	7	4.3%	119
HH used packaged dry cat food in last 6 months	56	34.4%	148
HH used <5 pounds of packaged dry cat food last mo	16	9.8%	120
HH used 11+ pounds of packaged dry cat food last mo	19	11.7%	161
HH used cat treats in last 6 months	22	13.5%	131
HH used cat litter in last 6 months	48	29.4%	144
HH used canned dog food in last 6 months	26	16.0%	120
HH used packaged dry dog food in last 6 months	85	52.1%	143
HH used <10 pounds of pkgd dry dog food last month	34	20.9%	125
HH used 25+ pounds of pkgd dry dog food last month	31	19.0%	172
HH used dog biscuits/treats in last 6 months	70	42.9%	145
HH used <2 packages of dog biscuits/treats last mo	37	22.7%	153
HH used 4+ packages of dog biscuits/treats last mo	14	8.6%	155
HH used flea/tick care prod for cat/dog last 12 mo	76	46.6%	137
HH member took pet to vet in last 12 mo: 1 time	29	17.8%	140
HH member took pet to vet in last 12 mo: 2 times	24	14.7%	133
HH member took pet to vet in last 12 mo: 3 times	13	8.0%	141
HH member took pet to vet in last 12 mo: 4 times	9	5.5%	133
HH member took pet to vet in last 12 mo: 5+ times	12	7.4%	131
Bought pet food from vet in last 12 months	11	6.7%	132
Bought flea control product from vet in last 12 mo	32	19.6%	147

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Population 18+		4,845	5,082
Households		2,417	2,533
Median Household Income		\$53,069	\$58,526
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,573	65.1%	126
HH owns any bird	88	3.6%	125
HH owns any cat	787	32.6%	135
HH owns any dog	1,225	50.7%	134
HH owns 1 cat	372	15.4%	120
HH owns 2+ cats	415	17.2%	148
HH owns 1 dog	677	28.0%	119
HH owns 2+ dogs	548	22.7%	154
HH used canned cat food in last 6 months	332	13.7%	118
HH used <4 cans of cat food in last 7 days	118	4.9%	112
HH used 8+ cans of cat food in last 7 days	90	3.7%	103
HH used packaged dry cat food in last 6 months	757	31.3%	135
HH used <5 pounds of packaged dry cat food last mo	220	9.1%	111
HH used 11+ pounds of packaged dry cat food last mo	272	11.3%	156
HH used cat treats in last 6 months	310	12.8%	125
HH used cat litter in last 6 months	640	26.5%	129
HH used canned dog food in last 6 months	385	15.9%	120
HH used packaged dry dog food in last 6 months	1,185	49.0%	135
HH used <10 pounds of pkgd dry dog food last month	489	20.2%	122
HH used 25+ pounds of pkgd dry dog food last month	405	16.8%	152
HH used dog biscuits/treats in last 6 months	968	40.1%	135
HH used <2 packages of dog biscuits/treats last mo	473	19.6%	132
HH used 4+ packages of dog biscuits/treats last mo	200	8.3%	149
HH used flea/tick care prod for cat/dog last 12 mo	1,114	46.1%	136
HH member took pet to vet in last 12 mo: 1 time	397	16.4%	129
HH member took pet to vet in last 12 mo: 2 times	335	13.9%	126
HH member took pet to vet in last 12 mo: 3 times	178	7.4%	131
HH member took pet to vet in last 12 mo: 4 times	126	5.2%	126
HH member took pet to vet in last 12 mo: 5+ times	171	7.1%	127
Bought pet food from vet in last 12 months	151	6.2%	122
Bought flea control product from vet in last 12 mo	463	19.2%	144

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		13,371	13,970
Population 18+		9,993	10,485
Households		4,899	5,151
Median Household Income		\$54,202	\$59,971
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,231	66.0%	128
HH owns any bird	179	3.7%	126
HH owns any cat	1,594	32.5%	135
HH owns any dog	2,518	51.4%	136
HH owns 1 cat	751	15.3%	120
HH owns 2+ cats	842	17.2%	148
HH owns 1 dog	1,375	28.1%	120
HH owns 2+ dogs	1,143	23.3%	159
HH used canned cat food in last 6 months	667	13.6%	117
HH used <4 cans of cat food in last 7 days	244	5.0%	114
HH used 8+ cans of cat food in last 7 days	182	3.7%	103
HH used packaged dry cat food in last 6 months	1,540	31.4%	135
HH used <5 pounds of packaged dry cat food last mo	471	9.6%	118
HH used 11+ pounds of packaged dry cat food last mo	543	11.1%	154
HH used cat treats in last 6 months	624	12.7%	124
HH used cat litter in last 6 months	1,290	26.3%	129
HH used canned dog food in last 6 months	798	16.3%	123
HH used packaged dry dog food in last 6 months	2,446	49.9%	137
HH used <10 pounds of pkgd dry dog food last month	1,015	20.7%	125
HH used 25+ pounds of pkgd dry dog food last month	857	17.5%	159
HH used dog biscuits/treats in last 6 months	1,984	40.5%	137
HH used <2 packages of dog biscuits/treats last mo	975	19.9%	134
HH used 4+ packages of dog biscuits/treats last mo	403	8.2%	148
HH used flea/tick care prod for cat/dog last 12 mo	2,310	47.2%	139
HH member took pet to vet in last 12 mo: 1 time	818	16.7%	132
HH member took pet to vet in last 12 mo: 2 times	686	14.0%	127
HH member took pet to vet in last 12 mo: 3 times	341	7.0%	124
HH member took pet to vet in last 12 mo: 4 times	251	5.1%	124
HH member took pet to vet in last 12 mo: 5+ times	364	7.4%	133
Bought pet food from vet in last 12 months	318	6.5%	127
Bought flea control product from vet in last 12 mo	954	19.5%	146

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Population 18+		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	105	30.7%	102
Exercise at club 2+ times per week	32	9.4%	76
Exercise at other facility (not club) 2+ times/wk	25	7.3%	91
Own stationary bicycle	25	7.3%	130
Own treadmill	50	14.6%	149
Own weight lifting equipment	55	16.1%	124
Presently controlling diet	146	42.7%	103
Diet control for blood sugar level	24	7.0%	96
Diet control for cholesterol level	38	11.1%	110
Diet control to maintain weight	45	13.2%	117
Diet control for physical fitness	35	10.2%	103
Diet control for salt restriction	12	3.5%	105
Diet control for weight loss	50	14.6%	103
Used doctor's care/diet for diet method	10	2.9%	97
Used exercise program for diet method	28	8.2%	97
Used Weight Watchers as diet method	12	3.5%	115
Buy foods specifically labeled as fat-free	61	17.8%	102
Buy foods specifically labeled as high fiber	42	12.3%	107
Buy foods specifically labeled as high protein	17	5.0%	91
Buy foods specifically labeled as lactose-free	3	0.9%	47
Buy foods specifically labeled as low-calorie	40	11.7%	108
Buy foods specifically labeled as low-carb	26	7.6%	99
Buy foods specifically labeled as low-cholesterol	27	7.9%	96
Buy foods specifically labeled as low-fat	45	13.2%	99
Buy foods specifically labeled as low-sodium	36	10.5%	117
Buy foods specifically labeled as natural/organic	26	7.6%	90
Buy foods specifically labeled as sugar-free	48	14.0%	105
Used butter alternatives in last 6 months	12	3.5%	84
Used egg alternatives in last 6 months	39	11.4%	80
Used salt alternatives in last 6 months	98	28.7%	103
Drank meal/dietary supplement in last 6 months	18	5.3%	72
Used nutrition/energy bar in last 6 months	43	12.6%	89
Drank sports drink/thirst quencher in last 6 mo	97	28.4%	89
Used vitamin/dietary supplement in last 6 months	170	49.7%	102
Vitamin/dietary suppl used/6 mo: antioxidant	8	2.3%	80
Vitamin/dietary suppl used/6 mo: B complex	13	3.8%	78
Vitamin/dietary suppl used/6 mo: B complex+C	3	0.9%	45
Vitamin/dietary suppl used/6 mo: B-6	5	1.5%	72
Vitamin/dietary suppl used/6 mo: B-12	15	4.4%	78
Vitamin/dietary suppl used/6 mo: C	31	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium	36	10.5%	98

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	16	4.7%	95
Vitamin/dietary suppl used/6 mo: E	18	5.3%	106
Vitamin/dietary suppl used/6 mo: garlic	3	0.9%	51
Vitamin/dietary suppl used/6 mo: glucosamine	12	3.5%	76
Vitamin/dietary suppl used/6 mo: multiple formula	47	13.7%	117
Vitamin/dietary suppl used/6 mo: multiple w/iron	16	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	22	6.4%	109
Vitamin/dietary suppl used/6 mo: zinc	9	2.6%	114
Vitamin/dietary suppl/6 mo: Caltrate 600	8	2.3%	88
Vitamin/dietary suppl/6 mo: Centrum	22	6.4%	110
Vitamin/dietary suppl/6 mo: Nature Made	18	5.3%	90
Visited doctor in last 12 months	270	78.9%	102
Visited doctor in last 12 months: 1-3 times	113	33.0%	97
Visited doctor in last 12 months: 4-7 times	80	23.4%	105
Visited doctor in last 12 months: 8+ times	77	22.5%	104
Visited doctor in last 12 mo: allergist	6	1.8%	73
Visited doctor in last 12 mo: cardiologist	22	6.4%	91
Visited doctor in last 12 mo: chiropractor	30	8.8%	118
Visited doctor in last 12 mo: dentist	140	40.9%	108
Visited doctor in last 12 mo: dermatologist	17	5.0%	70
Visited doctor in last 12 mo: ear/nose/throat	13	3.8%	83
Visited doctor in last 12 mo: eye	73	21.3%	103
Visited doctor in last 12 mo: general/family	166	48.5%	114
Visited doctor in last 12 mo: internist	21	6.1%	84
Visited doctor in last 12 mo: physical therapist	16	4.7%	103
Visited doctor in last 12 mo: podiatrist	8	2.3%	69
Visited doctor in last 12 mo: urologist	14	4.1%	106
Visited nurse practitioner in last 12 months	16	4.7%	112
Wear regular/sun/tinted prescription eyeglasses	130	38.0%	110
Wear bi-focals	65	19.0%	121
Wear disposable contact lenses	22	6.4%	99
Wear soft contact lenses	31	9.1%	103
Spent on contact lenses in last 12 mo: <\$100	10	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	12	3.5%	94
Spent on contact lenses in last 12 mo: \$200+	10	2.9%	97
Bought prescription eyewear: discount optical ctr	30	8.8%	110
Bought prescription eyewear: from eye doctor	99	28.9%	113
Bought prescription eyewear: retail optical chain	40	11.7%	106
Used prescription drug for allergy/hay fever	22	6.4%	92
Used prescription drug for anxiety/panic	15	4.4%	107
Used prescription drug for arthritis/rheumatism	11	3.2%	122
Used prescription drug for asthma	13	3.8%	93
Used prescription drug for backache/back pain	22	6.4%	87
Used prescription drug for depression	20	5.8%	99
Used prescr drug for diabetes (insulin dependent)	6	1.8%	89
Used prescr drug for diabetes (non-insulin)	14	4.1%	110
Used prescription drug for eczema/skin itch/rash	6	1.8%	84

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	23	6.7%	102
Used prescription drug for high blood pressure	51	14.9%	120
Used prescription drug for high cholesterol	33	9.6%	111
Used prescription drug for migraine headache	13	3.8%	103
Used prescription drug for sinus congest./headache	18	5.3%	108
Used prescription drug for urinary tract infection	10	2.9%	94
Used last 6 mo: adhesive bandages	201	58.8%	106
Used last 6 mo: athlete's foot/foot care product	40	11.7%	84
Used last 6 mo: cold/sinus/allergy med (nonprescr)	166	48.5%	102
Used last 6 mo: children's cold tablets/liquids	49	14.3%	95
Used last 6 mo: contact lens cleaning solution	42	12.3%	101
Used last 6 mo: cotton swabs	184	53.8%	112
Used last 6 mo: cough/sore throat drops (nonprescr)	156	45.6%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	107	31.3%	91
Used last 6 mo: children's cough syrup	45	13.2%	92
Used last 6 mo: diarrhea remedy	47	13.7%	84
Used last 6 mo: eye wash and drops	94	27.5%	90
Used last 6 mo: headache/pain reliever (nonprescr)	298	87.1%	104
Used last 6 mo: hemorrhoid remedy	30	8.8%	98
Used last 6 mo: indigestion/upset stomach remedy	151	44.2%	98
Used last 6 mo: lactose intolerance product	9	2.6%	75
Used last 6 mo: laxative/fiber supplement	41	12.0%	86
Used last 6 mo: medicated skin ointment	104	30.4%	97
Used last 6 mo: medicated throat remedy	33	9.6%	84
Used last 6 mo: nasal spray	50	14.6%	92
Used last 6 mo: pain reliever/fever reducer (kids)	75	21.9%	99
Used last 6 mo: pain relieving rub/liquid/patch	79	23.1%	92
Used last 6 mo: sleeping tablets (nonprescription)	19	5.6%	103
Used last 12 mo: sunburn remedy	61	17.8%	116
Used last 12 mo: suntan/sunscreen product	146	42.7%	111
Used last 12 mo: SPF 15+ suntan/sunscreen product	118	34.5%	115
Used last 6 mo: toothache/gum/canker sore remedy	55	16.1%	96
Used last 6 mo: vitamins for children	48	14.0%	95
Used body powder in last 6 months	78	22.8%	82
Used body powder <3 times in last 7 days	33	9.6%	82
Used body powder 8+ times in last 7 days	6	1.8%	80
Used body wash/shower gel in last 6 months	170	49.7%	96
Used breath freshener in last 6 months	149	43.6%	94
Used complexion care product in last 6 months	147	43.0%	91
Used complexion care product <7 times last week	39	11.4%	83
Used complexion care product 11+ times last week	54	15.8%	95
Used complexion care prod: dry facial skin type	21	6.1%	84
Used complexion care prod: normal facial skin type	51	14.9%	98
Used complexion care prod: oily facial skin type	16	4.7%	77
Used dental floss in last 6 months	220	64.3%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	63	18.4%	91
Used denture adhesive/fixative in last 6 months	19	5.6%	89
Used denture cleaner in last 6 months	33	9.6%	87
Used deodorant/antiperspirant in last 6 months	323	94.4%	101
Used deodorant/antiperspirant <8 times last week	245	71.6%	104
Used deodorant/antiperspirant 15+ times last week	19	5.6%	92
Used disposable razor in last 6 months	182	53.2%	102
Used electric shaver in last 6 months	68	19.9%	106
Used hair coloring product (at home) last 6 months	57	16.7%	83
Used hair conditioner (at home) in last 6 months	209	61.1%	98
Used hair conditioning treatment (at home)/6 mo	60	17.5%	75
Used hair growth product in last 6 months	6	1.8%	77
Used hair mousse in last 6 months	55	16.1%	93
Used hair spray (at home) in last 6 months	128	37.4%	103
Used hair styling gel/lotion in last 6 months	92	26.9%	100
Used hand & body cream/lotion/oil in last 6 months	236	69.0%	95
Used hand & body cream/lotion/oil <5 times last wk	71	20.8%	97
Used hand & body cream/lotion/oil 9+ times last wk	80	23.4%	94
Used hand & body cream in last 6 months	52	15.2%	87
Used hand & body lotion in last 6 months	161	47.1%	96
Used hand & body oil in last 6 months	12	3.5%	68
Used lip care in last 6 months	199	58.2%	97
Used liquid soap/hand sanitizer in last 6 months	272	79.5%	103
Used mouthwash in last 6 months	212	62.0%	94
Used mouthwash <4 times in last 7 days	67	19.6%	91
Used mouthwash 8+ times in last 7 days	45	13.2%	83
Used shampoo (at home) in last 6 months	318	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	58	17.0%	88
Used shaving cream/gel in last 6 months	190	55.6%	106
Used personal care soap (bar) in last 6 months	284	83.0%	99
Used personal care soap for antibacterial purpose	62	18.1%	94
Used personal care soap for complexion	22	6.4%	94
Used personal care soap for deodorant	55	16.1%	99
Use personal care soap for moisturizing	65	19.0%	88
Bought toothbrush in last 6 months	292	85.4%	100
Bought electric toothbrush in last 6 months	19	5.6%	83
Used toothpaste in last 6 months	327	95.6%	100
Used toothpaste <8 times in last 7 days	115	33.6%	105
Used toothpaste 15+ times in last 7 days	48	14.0%	86
Used toothpaste with baking soda in last 6 months	30	8.8%	77
Used toothpaste (gel) in last 6 months	101	29.5%	106
Used toothpaste (paste) in last 6 months	166	48.5%	100
Used whitening toothpaste in last 6 months	127	37.1%	107
Used tooth whitener (not toothpaste) last 6 months	31	9.1%	85
Had professional manicure/pedicure last 6 months	40	11.7%	68
Had professional facial/massage last 6 months	27	7.9%	84
Spent \$100+ at barber shops in last 6 months	11	3.2%	60
Spent \$100+ at beauty parlors in last 6 months	58	17.0%	107

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Population 18+		4,845	5,082
Households		2,417	2,533
Median Household Income		\$53,069	\$58,526
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	1,417	29.2%	97
Exercise at club 2+ times per week	374	7.7%	63
Exercise at other facility (not club) 2+ times/wk	321	6.6%	82
Own stationary bicycle	361	7.5%	132
Own treadmill	564	11.6%	119
Own weight lifting equipment	692	14.3%	110
Presently controlling diet	1,961	40.5%	98
Diet control for blood sugar level	389	8.0%	109
Diet control for cholesterol level	512	10.6%	104
Diet control to maintain weight	545	11.2%	100
Diet control for physical fitness	429	8.9%	89
Diet control for salt restriction	171	3.5%	106
Diet control for weight loss	653	13.5%	95
Used doctor's care/diet for diet method	161	3.3%	110
Used exercise program for diet method	352	7.3%	86
Used Weight Watchers as diet method	128	2.6%	87
Buy foods specifically labeled as fat-free	821	16.9%	97
Buy foods specifically labeled as high fiber	485	10.0%	87
Buy foods specifically labeled as high protein	219	4.5%	83
Buy foods specifically labeled as lactose-free	53	1.1%	59
Buy foods specifically labeled as low-calorie	470	9.7%	90
Buy foods specifically labeled as low-carb	354	7.3%	95
Buy foods specifically labeled as low-cholesterol	394	8.1%	98
Buy foods specifically labeled as low-fat	611	12.6%	95
Buy foods specifically labeled as low-sodium	431	8.9%	99
Buy foods specifically labeled as natural/organic	327	6.7%	80
Buy foods specifically labeled as sugar-free	673	13.9%	104
Used butter alternatives in last 6 months	178	3.7%	88
Used egg alternatives in last 6 months	539	11.1%	78
Used salt alternatives in last 6 months	1,313	27.1%	97
Drank meal/dietary supplement in last 6 months	260	5.4%	73
Used nutrition/energy bar in last 6 months	501	10.3%	73
Drank sports drink/thirst quencher in last 6 mo	1,413	29.2%	91
Used vitamin/dietary supplement in last 6 months	2,256	46.6%	96
Vitamin/dietary suppl used/6 mo: antioxidant	109	2.3%	77
Vitamin/dietary suppl used/6 mo: B complex	205	4.2%	87
Vitamin/dietary suppl used/6 mo: B complex+C	58	1.2%	62
Vitamin/dietary suppl used/6 mo: B-6	79	1.6%	80
Vitamin/dietary suppl used/6 mo: B-12	248	5.1%	91
Vitamin/dietary suppl used/6 mo: C	386	8.0%	95
Vitamin/dietary suppl used/6 mo: calcium	506	10.4%	97

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	225	4.6%	94
Vitamin/dietary suppl used/6 mo: E	234	4.8%	97
Vitamin/dietary suppl used/6 mo: garlic	72	1.5%	87
Vitamin/dietary suppl used/6 mo: glucosamine	207	4.3%	93
Vitamin/dietary suppl used/6 mo: multiple formula	568	11.7%	100
Vitamin/dietary suppl used/6 mo: multiple w/iron	191	3.9%	91
Vitamin/dietary suppl used/6 mo: mult w/minerals	251	5.2%	87
Vitamin/dietary suppl used/6 mo: zinc	101	2.1%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	114	2.4%	89
Vitamin/dietary suppl/6 mo: Centrum	245	5.1%	87
Vitamin/dietary suppl/6 mo: Nature Made	265	5.5%	93
Visited doctor in last 12 months	3,784	78.1%	101
Visited doctor in last 12 months: 1-3 times	1,660	34.3%	101
Visited doctor in last 12 months: 4-7 times	1,050	21.7%	97
Visited doctor in last 12 months: 8+ times	1,074	22.2%	103
Visited doctor in last 12 mo: allergist	89	1.8%	77
Visited doctor in last 12 mo: cardiologist	349	7.2%	102
Visited doctor in last 12 mo: chiropractor	406	8.4%	112
Visited doctor in last 12 mo: dentist	1,762	36.4%	96
Visited doctor in last 12 mo: dermatologist	263	5.4%	76
Visited doctor in last 12 mo: ear/nose/throat	203	4.2%	91
Visited doctor in last 12 mo: eye	1,014	20.9%	101
Visited doctor in last 12 mo: general/family	2,279	47.0%	110
Visited doctor in last 12 mo: internist	269	5.6%	76
Visited doctor in last 12 mo: physical therapist	208	4.3%	95
Visited doctor in last 12 mo: podiatrist	120	2.5%	73
Visited doctor in last 12 mo: urologist	191	3.9%	102
Visited nurse practitioner in last 12 months	258	5.3%	127
Wear regular/sun/tinted prescription eyeglasses	1,782	36.8%	107
Wear bi-focals	954	19.7%	125
Wear disposable contact lenses	321	6.6%	102
Wear soft contact lenses	404	8.3%	95
Spent on contact lenses in last 12 mo: <\$100	125	2.6%	93
Spent on contact lenses in last 12 mo: \$100-199	158	3.3%	88
Spent on contact lenses in last 12 mo: \$200+	136	2.8%	93
Bought prescription eyewear: discount optical ctr	429	8.9%	111
Bought prescription eyewear: from eye doctor	1,441	29.7%	116
Bought prescription eyewear: retail optical chain	512	10.6%	95
Used prescription drug for allergy/hay fever	313	6.5%	92
Used prescription drug for anxiety/panic	242	5.0%	122
Used prescription drug for arthritis/rheumatism	138	2.8%	108
Used prescription drug for asthma	202	4.2%	102
Used prescription drug for backache/back pain	372	7.7%	104
Used prescription drug for depression	365	7.5%	128
Used prescr drug for diabetes (insulin dependent)	92	1.9%	96
Used prescr drug for diabetes (non-insulin)	203	4.2%	112
Used prescription drug for eczema/skin itch/rash	72	1.5%	71

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	412	8.5%	128
Used prescription drug for high blood pressure	745	15.4%	123
Used prescription drug for high cholesterol	495	10.2%	117
Used prescription drug for migraine headache	185	3.8%	103
Used prescription drug for sinus congest./headache	245	5.1%	104
Used prescription drug for urinary tract infection	136	2.8%	90
Used last 6 mo: adhesive bandages	2,818	58.2%	105
Used last 6 mo: athlete's foot/foot care product	603	12.4%	89
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,283	47.1%	99
Used last 6 mo: children's cold tablets/liquids	701	14.5%	96
Used last 6 mo: contact lens cleaning solution	569	11.7%	96
Used last 6 mo: cotton swabs	2,407	49.7%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	2,219	45.8%	97
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,580	32.6%	95
Used last 6 mo: children's cough syrup	648	13.4%	94
Used last 6 mo: diarrhea remedy	724	14.9%	91
Used last 6 mo: eye wash and drops	1,415	29.2%	96
Used last 6 mo: headache/pain reliever (nonprescr)	4,140	85.4%	102
Used last 6 mo: hemorrhoid remedy	452	9.3%	104
Used last 6 mo: indigestion/upset stomach remedy	2,177	44.9%	100
Used last 6 mo: lactose intolerance product	98	2.0%	57
Used last 6 mo: laxative/fiber supplement	633	13.1%	94
Used last 6 mo: medicated skin ointment	1,539	31.8%	101
Used last 6 mo: medicated throat remedy	537	11.1%	97
Used last 6 mo: nasal spray	731	15.1%	95
Used last 6 mo: pain reliever/fever reducer (kids)	1,057	21.8%	98
Used last 6 mo: pain relieving rub/liquid/patch	1,222	25.2%	100
Used last 6 mo: sleeping tablets (nonprescription)	227	4.7%	87
Used last 12 mo: sunburn remedy	814	16.8%	109
Used last 12 mo: suntan/sunscreen product	1,730	35.7%	93
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,378	28.4%	95
Used last 6 mo: toothache/gum/canker sore remedy	797	16.5%	98
Used last 6 mo: vitamins for children	661	13.6%	93
Used body powder in last 6 months	1,301	26.9%	97
Used body powder <3 times in last 7 days	503	10.4%	88
Used body powder 8+ times in last 7 days	112	2.3%	106
Used body wash/shower gel in last 6 months	2,499	51.6%	100
Used breath freshener in last 6 months	2,145	44.3%	95
Used complexion care product in last 6 months	2,048	42.3%	89
Used complexion care product <7 times last week	557	11.5%	84
Used complexion care product 11+ times last week	728	15.0%	90
Used complexion care prod: dry facial skin type	310	6.4%	88
Used complexion care prod: normal facial skin type	673	13.9%	91
Used complexion care prod: oily facial skin type	234	4.8%	80
Used dental floss in last 6 months	2,927	60.4%	97

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ECONOMIC DEVELOPMENT

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Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	896	18.5%	92
Used denture adhesive/fixative in last 6 months	360	7.4%	118
Used denture cleaner in last 6 months	592	12.2%	110
Used deodorant/antiperspirant in last 6 months	4,581	94.6%	101
Used deodorant/antiperspirant <8 times last week	3,449	71.2%	104
Used deodorant/antiperspirant 15+ times last week	265	5.5%	90
Used disposable razor in last 6 months	2,634	54.4%	104
Used electric shaver in last 6 months	949	19.6%	104
Used hair coloring product (at home) last 6 months	865	17.9%	89
Used hair conditioner (at home) in last 6 months	2,965	61.2%	98
Used hair conditioning treatment (at home)/6 mo	945	19.5%	83
Used hair growth product in last 6 months	73	1.5%	66
Used hair mousse in last 6 months	837	17.3%	99
Used hair spray (at home) in last 6 months	1,873	38.7%	107
Used hair styling gel/lotion in last 6 months	1,182	24.4%	91
Used hand & body cream/lotion/oil in last 6 months	3,382	69.8%	96
Used hand & body cream/lotion/oil <5 times last wk	1,015	20.9%	98
Used hand & body cream/lotion/oil 9+ times last wk	1,126	23.2%	94
Used hand & body cream in last 6 months	717	14.8%	84
Used hand & body lotion in last 6 months	2,341	48.3%	99
Used hand & body oil in last 6 months	209	4.3%	83
Used lip care in last 6 months	2,846	58.7%	98
Used liquid soap/hand sanitizer in last 6 months	3,783	78.1%	102
Used mouthwash in last 6 months	3,139	64.8%	98
Used mouthwash <4 times in last 7 days	947	19.5%	91
Used mouthwash 8+ times in last 7 days	702	14.5%	92
Used shampoo (at home) in last 6 months	4,505	93.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	826	17.0%	88
Used shaving cream/gel in last 6 months	2,680	55.3%	106
Used personal care soap (bar) in last 6 months	4,050	83.6%	100
Used personal care soap for antibacterial purpose	881	18.2%	95
Used personal care soap for complexion	287	5.9%	86
Used personal care soap for deodorant	805	16.6%	103
Use personal care soap for moisturizing	974	20.1%	93
Bought toothbrush in last 6 months	4,161	85.9%	101
Bought electric toothbrush in last 6 months	242	5.0%	75
Used toothpaste in last 6 months	4,620	95.4%	100
Used toothpaste <8 times in last 7 days	1,621	33.5%	104
Used toothpaste 15+ times in last 7 days	688	14.2%	87
Used toothpaste with baking soda in last 6 months	451	9.3%	81
Used toothpaste (gel) in last 6 months	1,420	29.3%	105
Used toothpaste (paste) in last 6 months	2,229	46.0%	95
Used whitening toothpaste in last 6 months	1,779	36.7%	105
Used tooth whitener (not toothpaste) last 6 months	412	8.5%	80
Had professional manicure/pedicure last 6 months	558	11.5%	67
Had professional facial/massage last 6 months	312	6.4%	68
Spent \$100+ at barber shops in last 6 months	167	3.4%	64
Spent \$100+ at beauty parlors in last 6 months	694	14.3%	90

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4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		13,371	13,970
Population 18+		9,993	10,485
Households		4,899	5,151
Median Household Income		\$54,202	\$59,971
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	2,925	29.3%	97
Exercise at club 2+ times per week	749	7.5%	61
Exercise at other facility (not club) 2+ times/wk	672	6.7%	83
Own stationary bicycle	733	7.3%	130
Own treadmill	1,118	11.2%	114
Own weight lifting equipment	1,396	14.0%	108
Presently controlling diet	3,988	39.9%	97
Diet control for blood sugar level	781	7.8%	106
Diet control for cholesterol level	1,029	10.3%	102
Diet control to maintain weight	1,048	10.5%	94
Diet control for physical fitness	833	8.3%	84
Diet control for salt restriction	354	3.5%	106
Diet control for weight loss	1,351	13.5%	95
Used doctor's care/diet for diet method	325	3.3%	108
Used exercise program for diet method	708	7.1%	84
Used Weight Watchers as diet method	261	2.6%	86
Buy foods specifically labeled as fat-free	1,672	16.7%	95
Buy foods specifically labeled as high fiber	953	9.5%	83
Buy foods specifically labeled as high protein	435	4.4%	79
Buy foods specifically labeled as lactose-free	120	1.2%	65
Buy foods specifically labeled as low-calorie	948	9.5%	88
Buy foods specifically labeled as low-carb	711	7.1%	92
Buy foods specifically labeled as low-cholesterol	795	8.0%	96
Buy foods specifically labeled as low-fat	1,255	12.6%	94
Buy foods specifically labeled as low-sodium	856	8.6%	95
Buy foods specifically labeled as natural/organic	684	6.8%	81
Buy foods specifically labeled as sugar-free	1,390	13.9%	104
Used butter alternatives in last 6 months	385	3.9%	92
Used egg alternatives in last 6 months	1,146	11.5%	81
Used salt alternatives in last 6 months	2,745	27.5%	99
Drank meal/dietary supplement in last 6 months	524	5.2%	72
Used nutrition/energy bar in last 6 months	1,001	10.0%	71
Drank sports drink/thirst quencher in last 6 mo	2,944	29.5%	92
Used vitamin/dietary supplement in last 6 months	4,606	46.1%	95
Vitamin/dietary suppl used/6 mo: antioxidant	210	2.1%	72
Vitamin/dietary suppl used/6 mo: B complex	427	4.3%	88
Vitamin/dietary suppl used/6 mo: B complex+C	131	1.3%	68
Vitamin/dietary suppl used/6 mo: B-6	175	1.8%	86
Vitamin/dietary suppl used/6 mo: B-12	537	5.4%	95
Vitamin/dietary suppl used/6 mo: C	760	7.6%	91
Vitamin/dietary suppl used/6 mo: calcium	1,022	10.2%	95

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	471	4.7%	96
Vitamin/dietary suppl used/6 mo: E	500	5.0%	101
Vitamin/dietary suppl used/6 mo: garlic	168	1.7%	99
Vitamin/dietary suppl used/6 mo: glucosamine	441	4.4%	96
Vitamin/dietary suppl used/6 mo: multiple formula	1,162	11.6%	99
Vitamin/dietary suppl used/6 mo: multiple w/iron	369	3.7%	85
Vitamin/dietary suppl used/6 mo: mult w/minerals	521	5.2%	88
Vitamin/dietary suppl used/6 mo: zinc	194	1.9%	84
Vitamin/dietary suppl/6 mo: Caltrate 600	224	2.2%	85
Vitamin/dietary suppl/6 mo: Centrum	481	4.8%	82
Vitamin/dietary suppl/6 mo: Nature Made	554	5.5%	94
Visited doctor in last 12 months	7,778	77.8%	100
Visited doctor in last 12 months: 1-3 times	3,484	34.9%	103
Visited doctor in last 12 months: 4-7 times	2,126	21.3%	96
Visited doctor in last 12 months: 8+ times	2,168	21.7%	100
Visited doctor in last 12 mo: allergist	187	1.9%	78
Visited doctor in last 12 mo: cardiologist	719	7.2%	102
Visited doctor in last 12 mo: chiropractor	807	8.1%	108
Visited doctor in last 12 mo: dentist	3,537	35.4%	94
Visited doctor in last 12 mo: dermatologist	557	5.6%	78
Visited doctor in last 12 mo: ear/nose/throat	410	4.1%	89
Visited doctor in last 12 mo: eye	2,042	20.4%	99
Visited doctor in last 12 mo: general/family	4,595	46.0%	108
Visited doctor in last 12 mo: internist	524	5.2%	72
Visited doctor in last 12 mo: physical therapist	407	4.1%	90
Visited doctor in last 12 mo: podiatrist	241	2.4%	71
Visited doctor in last 12 mo: urologist	393	3.9%	102
Visited nurse practitioner in last 12 months	530	5.3%	126
Wear regular/sun/tinted prescription eyeglasses	3,593	36.0%	104
Wear bi-focals	1,868	18.7%	119
Wear disposable contact lenses	670	6.7%	103
Wear soft contact lenses	877	8.8%	100
Spent on contact lenses in last 12 mo: <\$100	268	2.7%	96
Spent on contact lenses in last 12 mo: \$100-199	332	3.3%	89
Spent on contact lenses in last 12 mo: \$200+	282	2.8%	93
Bought prescription eyewear: discount optical ctr	899	9.0%	113
Bought prescription eyewear: from eye doctor	2,872	28.7%	112
Bought prescription eyewear: retail optical chain	1,029	10.3%	93
Used prescription drug for allergy/hay fever	665	6.7%	95
Used prescription drug for anxiety/panic	479	4.8%	117
Used prescription drug for arthritis/rheumatism	277	2.8%	105
Used prescription drug for asthma	418	4.2%	102
Used prescription drug for backache/back pain	803	8.0%	109
Used prescription drug for depression	776	7.8%	132
Used prescr drug for diabetes (insulin dependent)	198	2.0%	100
Used prescr drug for diabetes (non-insulin)	388	3.9%	104
Used prescription drug for eczema/skin itch/rash	162	1.6%	78

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	866	8.7%	131
Used prescription drug for high blood pressure	1,474	14.8%	118
Used prescription drug for high cholesterol	1,003	10.0%	115
Used prescription drug for migraine headache	388	3.9%	105
Used prescription drug for sinus congest./headache	492	4.9%	101
Used prescription drug for urinary tract infection	294	2.9%	94
Used last 6 mo: adhesive bandages	5,742	57.5%	104
Used last 6 mo: athlete's foot/foot care product	1,233	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	4,735	47.4%	100
Used last 6 mo: children's cold tablets/liquids	1,524	15.3%	101
Used last 6 mo: contact lens cleaning solution	1,224	12.2%	100
Used last 6 mo: cotton swabs	4,905	49.1%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	4,554	45.6%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,301	33.0%	96
Used last 6 mo: children's cough syrup	1,391	13.9%	98
Used last 6 mo: diarrhea remedy	1,502	15.0%	92
Used last 6 mo: eye wash and drops	2,970	29.7%	97
Used last 6 mo: headache/pain reliever (nonprescr)	8,583	85.9%	102
Used last 6 mo: hemorrhoid remedy	942	9.4%	106
Used last 6 mo: indigestion/upset stomach remedy	4,540	45.4%	101
Used last 6 mo: lactose intolerance product	205	2.1%	58
Used last 6 mo: laxative/fiber supplement	1,281	12.8%	92
Used last 6 mo: medicated skin ointment	3,170	31.7%	101
Used last 6 mo: medicated throat remedy	1,109	11.1%	97
Used last 6 mo: nasal spray	1,514	15.2%	95
Used last 6 mo: pain reliever/fever reducer (kids)	2,319	23.2%	105
Used last 6 mo: pain relieving rub/liquid/patch	2,502	25.0%	99
Used last 6 mo: sleeping tablets (nonprescription)	476	4.8%	88
Used last 12 mo: sunburn remedy	1,669	16.7%	108
Used last 12 mo: suntan/sunscreen product	3,525	35.3%	92
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,794	28.0%	93
Used last 6 mo: toothache/gum/canker sore remedy	1,656	16.6%	99
Used last 6 mo: vitamins for children	1,405	14.1%	95
Used body powder in last 6 months	2,794	28.0%	101
Used body powder <3 times in last 7 days	1,068	10.7%	91
Used body powder 8+ times in last 7 days	246	2.5%	113
Used body wash/shower gel in last 6 months	5,247	52.5%	101
Used breath freshener in last 6 months	4,459	44.6%	96
Used complexion care product in last 6 months	4,277	42.8%	91
Used complexion care product <7 times last week	1,217	12.2%	89
Used complexion care product 11+ times last week	1,479	14.8%	89
Used complexion care prod: dry facial skin type	627	6.3%	86
Used complexion care prod: normal facial skin type	1,406	14.1%	93
Used complexion care prod: oily facial skin type	547	5.5%	90
Used dental floss in last 6 months	5,952	59.6%	95

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March 27, 2012

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## Health and Beauty Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,862	18.6%	92
Used denture adhesive/fixative in last 6 months	697	7.0%	111
Used denture cleaner in last 6 months	1,156	11.6%	104
Used deodorant/antiperspirant in last 6 months	9,462	94.7%	102
Used deodorant/antiperspirant <8 times last week	7,019	70.2%	102
Used deodorant/antiperspirant 15+ times last week	593	5.9%	98
Used disposable razor in last 6 months	5,395	54.0%	103
Used electric shaver in last 6 months	1,929	19.3%	102
Used hair coloring product (at home) last 6 months	1,815	18.2%	91
Used hair conditioner (at home) in last 6 months	6,190	61.9%	100
Used hair conditioning treatment (at home)/6 mo	2,012	20.1%	86
Used hair growth product in last 6 months	133	1.3%	58
Used hair mousse in last 6 months	1,784	17.9%	103
Used hair spray (at home) in last 6 months	3,926	39.3%	109
Used hair styling gel/lotion in last 6 months	2,432	24.3%	91
Used hand & body cream/lotion/oil in last 6 months	7,051	70.6%	97
Used hand & body cream/lotion/oil <5 times last wk	2,170	21.7%	101
Used hand & body cream/lotion/oil 9+ times last wk	2,296	23.0%	92
Used hand & body cream in last 6 months	1,488	14.9%	85
Used hand & body lotion in last 6 months	4,869	48.7%	99
Used hand & body oil in last 6 months	446	4.5%	86
Used lip care in last 6 months	5,951	59.6%	100
Used liquid soap/hand sanitizer in last 6 months	7,777	77.8%	101
Used mouthwash in last 6 months	6,543	65.5%	99
Used mouthwash <4 times in last 7 days	2,041	20.4%	95
Used mouthwash 8+ times in last 7 days	1,473	14.7%	93
Used shampoo (at home) in last 6 months	9,304	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,711	17.1%	89
Used shaving cream/gel in last 6 months	5,466	54.7%	105
Used personal care soap (bar) in last 6 months	8,335	83.4%	100
Used personal care soap for antibacterial purpose	1,889	18.9%	98
Used personal care soap for complexion	598	6.0%	87
Used personal care soap for deodorant	1,717	17.2%	106
Use personal care soap for moisturizing	2,091	20.9%	97
Bought toothbrush in last 6 months	8,641	86.5%	101
Bought electric toothbrush in last 6 months	531	5.3%	80
Used toothpaste in last 6 months	9,549	95.6%	100
Used toothpaste <8 times in last 7 days	3,349	33.5%	104
Used toothpaste 15+ times in last 7 days	1,475	14.8%	91
Used toothpaste with baking soda in last 6 months	970	9.7%	85
Used toothpaste (gel) in last 6 months	2,923	29.3%	105
Used toothpaste (paste) in last 6 months	4,608	46.1%	95
Used whitening toothpaste in last 6 months	3,737	37.4%	107
Used tooth whitener (not toothpaste) last 6 months	874	8.7%	82
Had professional manicure/pedicure last 6 months	1,196	12.0%	70
Had professional facial/massage last 6 months	628	6.3%	67
Spent \$100+ at barber shops in last 6 months	362	3.6%	68
Spent \$100+ at beauty parlors in last 6 months	1,385	13.9%	87

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March 27, 2012

Made with Esri Business Analyst



# Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015	
Population		452	473	
Population 18+		342	360	
Households		163	172	
Median Household Income		\$54,930	\$60,228	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		258	75.4%	105
Family restaurant/steak house last month: <2 times		90	26.3%	102
Family restaurant/steak house last month: 2-4 times		95	27.8%	103
Family restaurant/steak house last month: 5+ times		74	21.6%	111
Family restaurant/steak house last 6 months: breakfast		51	14.9%	113
Family restaurant/steak house last 6 months: lunch		92	26.9%	108
Family restaurant/steak house last 6 months: snack		4	1.2%	42
Family restaurant/steak house last 6 months: dinner		200	58.5%	110
Family restaurant/steak house last 6 months: weekday		139	40.6%	106
Family restaurant/steak house last 6 months: weekend		171	50.0%	112
Family restaurant/steak house last 6 months: Applebee's		104	30.4%	120
Family restaurant/steak house last 6 months: Bennigan's		7	2.0%	93
Family restaurant/steak house last 6 months: Bob Evans Farm		26	7.6%	166
Family restaurant/steak house last 6 months: Cheesecake Factory		14	4.1%	62
Family restaurant/steak house last 6 months: Chili's Grill & Bar		37	10.8%	93
Family restaurant/steak house last 6 months: Cracker Barrel		53	15.5%	140
Family restaurant/steak house last 6 months: Denny's		26	7.6%	84
Family restaurant/steak house last 6 months: Friendly's		14	4.1%	103
Family restaurant/steak house last 6 months: Golden Corral		27	7.9%	109
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		33	9.6%	83
Family restaurant/steak house last 6 months: Lone Star Steakhouse		13	3.8%	140
Family restaurant/steak house last 6 months: Old Country Buffet		12	3.5%	123
Family restaurant/steak house last 6 months: Olive Garden		75	21.9%	123
Family restaurant/steak house last 6 months: Outback Steakhouse		36	10.5%	92
Family restaurant/steak house last 6 months: Perkins		20	5.8%	161
Family restaurant/steak house last 6 months: Red Lobster		48	14.0%	104
Family restaurant/steak house last 6 months: Red Robin		18	5.3%	93
Family restaurant/steak house last 6 months: Ruby Tuesday		32	9.4%	112
Family restaurant/steak house last 6 months: Ryan's		9	2.6%	70
Family restaurant/steak house last 6 months: Sizzler		8	2.3%	78
Family restaurant/steak house last 6 months: T.G.I. Friday's		35	10.2%	99
Went to fast food/drive-in restaurant in last 6 months		314	91.8%	103
Went to fast food/drive-in restaurant <6 times/month		123	36.0%	103
Went to fast food/drive-in restaurant 6-13 times/month		109	31.9%	110
Went to fast food/drive-in restaurant 14+ times/month		82	24.0%	96
Fast food/drive-in last 6 months: breakfast		91	26.6%	97
Fast food/drive-in last 6 months: lunch		221	64.6%	110
Fast food/drive-in last 6 months: snack		54	15.8%	91
Fast food/drive-in last 6 months: dinner		185	54.1%	112

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	250	73.1%	110
Fast food/drive-in last 6 months: weekend	169	49.4%	102
Fast food/drive-in last 6 months: A & W	21	6.1%	135
Fast food/drive-in last 6 months: Arby's	96	28.1%	136
Fast food/drive-in last 6 months: Boston Market	10	2.9%	61
Fast food/drive-in last 6 months: Burger King	139	40.6%	112
Fast food/drive-in last 6 months: Captain D's	13	3.8%	74
Fast food/drive-in last 6 months: Carl's Jr.	11	3.2%	52
Fast food/drive-in last 6 months: Checkers	7	2.0%	64
Fast food/drive-in last 6 months: Chick-fil-A	45	13.2%	102
Fast food/drive-in last 6 months: Chipotle Mex. Grill	14	4.1%	67
Fast food/drive-in last 6 months: Chuck E. Cheese	14	4.1%	91
Fast food/drive-in last 6 months: Church's Fr. Chicken	7	2.0%	48
Fast food/drive-in last 6 months: Dairy Queen	77	22.5%	141
Fast food/drive-in last 6 months: Del Taco	4	1.2%	35
Fast food/drive-in last 6 months: Domino's Pizza	39	11.4%	85
Fast food/drive-in last 6 months: Dunkin' Donuts	32	9.4%	81
Fast food/drive-in last 6 months: Fuddruckers	10	2.9%	105
Fast food/drive-in last 6 months: Hardee's	23	6.7%	99
Fast food/drive-in last 6 months: Jack in the Box	20	5.8%	56
Fast food/drive-in last 6 months: KFC	106	31.0%	112
Fast food/drive-in last 6 months: Little Caesars	22	6.4%	88
Fast food/drive-in last 6 months: Long John Silver's	23	6.7%	106
Fast food/drive-in last 6 months: McDonald's	208	60.8%	109
Fast food/drive-in last 6 months: Panera Bread	38	11.1%	114
Fast food/drive-in last 6 months: Papa John's	25	7.3%	84
Fast food/drive-in last 6 months: Pizza Hut	91	26.6%	120
Fast food/drive-in last 6 months: Popeyes	15	4.4%	60
Fast food/drive-in last 6 months: Quiznos	30	8.8%	98
Fast food/drive-in last 6 months: Sonic Drive-In	37	10.8%	92
Fast food/drive-in last 6 months: Starbucks	42	12.3%	83
Fast food/drive-in last 6 months: Steak n Shake	22	6.4%	128
Fast food/drive-in last 6 months: Subway	127	37.1%	117
Fast food/drive-in last 6 months: Taco Bell	114	33.3%	104
Fast food/drive-in last 6 months: Wendy's	120	35.1%	113
Fast food/drive-in last 6 months: Whataburger	8	2.3%	48
Fast food/drive-in last 6 months: White Castle	13	3.8%	94
Fast food/drive-in last 6 months: eat in	146	42.7%	113
Fast food/drive-in last 6 months: home delivery	29	8.5%	81
Fast food/drive-in last 6 months: take-out/drive-thru	207	60.5%	115
Fast food/drive-in last 6 months: take-out/walk-in	78	22.8%	93

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March 27, 2012

Made with Esri Business Analyst



# Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015	
Population		6,452	6,723	
Population 18+		4,845	5,082	
Households		2,417	2,533	
Median Household Income		\$53,069	\$58,526	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		3,529	72.8%	101
Family restaurant/steak house last month: <2 times		1,261	26.0%	101
Family restaurant/steak house last month: 2-4 times		1,315	27.1%	100
Family restaurant/steak house last month: 5+ times		954	19.7%	101
Family restaurant/steak house last 6 months: breakfast		616	12.7%	97
Family restaurant/steak house last 6 months: lunch		1,198	24.7%	100
Family restaurant/steak house last 6 months: snack		64	1.3%	47
Family restaurant/steak house last 6 months: dinner		2,710	55.9%	106
Family restaurant/steak house last 6 months: weekday		1,871	38.6%	100
Family restaurant/steak house last 6 months: weekend		2,277	47.0%	106
Family restaurant/steak house last 6 months: Applebee's		1,328	27.4%	108
Family restaurant/steak house last 6 months: Bennigan's		74	1.5%	69
Family restaurant/steak house last 6 months: Bob Evans Farm		355	7.3%	160
Family restaurant/steak house last 6 months: Cheesecake Factory		160	3.3%	50
Family restaurant/steak house last 6 months: Chili's Grill & Bar		478	9.9%	85
Family restaurant/steak house last 6 months: Cracker Barrel		744	15.4%	139
Family restaurant/steak house last 6 months: Denny's		341	7.0%	78
Family restaurant/steak house last 6 months: Friendly's		156	3.2%	81
Family restaurant/steak house last 6 months: Golden Corral		425	8.8%	121
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		449	9.3%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse		175	3.6%	133
Family restaurant/steak house last 6 months: Old Country Buffet		140	2.9%	102
Family restaurant/steak house last 6 months: Olive Garden		876	18.1%	102
Family restaurant/steak house last 6 months: Outback Steakhouse		530	10.9%	95
Family restaurant/steak house last 6 months: Perkins		237	4.9%	135
Family restaurant/steak house last 6 months: Red Lobster		681	14.1%	105
Family restaurant/steak house last 6 months: Red Robin		216	4.5%	79
Family restaurant/steak house last 6 months: Ruby Tuesday		453	9.4%	112
Family restaurant/steak house last 6 months: Ryan's		206	4.3%	113
Family restaurant/steak house last 6 months: Sizzler		104	2.1%	71
Family restaurant/steak house last 6 months: T.G.I. Friday's		405	8.4%	81
Went to fast food/drive-in restaurant in last 6 months		4,424	91.3%	103
Went to fast food/drive-in restaurant <6 times/month		1,632	33.7%	96
Went to fast food/drive-in restaurant 6-13 times/month		1,565	32.3%	112
Went to fast food/drive-in restaurant 14+ times/month		1,227	25.3%	102
Fast food/drive-in last 6 months: breakfast		1,374	28.4%	103
Fast food/drive-in last 6 months: lunch		3,094	63.9%	108
Fast food/drive-in last 6 months: snack		718	14.8%	85
Fast food/drive-in last 6 months: dinner		2,605	53.8%	111

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	3,473	71.7%	108
Fast food/drive-in last 6 months: weekend	2,403	49.6%	103
Fast food/drive-in last 6 months: A & W	250	5.2%	114
Fast food/drive-in last 6 months: Arby's	1,396	28.8%	140
Fast food/drive-in last 6 months: Boston Market	108	2.2%	47
Fast food/drive-in last 6 months: Burger King	1,948	40.2%	111
Fast food/drive-in last 6 months: Captain D's	284	5.9%	114
Fast food/drive-in last 6 months: Carl's Jr.	137	2.8%	45
Fast food/drive-in last 6 months: Checkers	136	2.8%	88
Fast food/drive-in last 6 months: Chick-fil-A	675	13.9%	108
Fast food/drive-in last 6 months: Chipotle Mex. Grill	164	3.4%	56
Fast food/drive-in last 6 months: Chuck E. Cheese	169	3.5%	78
Fast food/drive-in last 6 months: Church's Fr. Chicken	152	3.1%	73
Fast food/drive-in last 6 months: Dairy Queen	1,040	21.5%	134
Fast food/drive-in last 6 months: Del Taco	64	1.3%	39
Fast food/drive-in last 6 months: Domino's Pizza	603	12.4%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	360	7.4%	64
Fast food/drive-in last 6 months: Fuddruckers	104	2.1%	77
Fast food/drive-in last 6 months: Hardee's	446	9.2%	135
Fast food/drive-in last 6 months: Jack in the Box	296	6.1%	59
Fast food/drive-in last 6 months: KFC	1,499	30.9%	112
Fast food/drive-in last 6 months: Little Caesars	368	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	400	8.3%	131
Fast food/drive-in last 6 months: McDonald's	2,895	59.8%	107
Fast food/drive-in last 6 months: Panera Bread	388	8.0%	82
Fast food/drive-in last 6 months: Papa John's	399	8.2%	95
Fast food/drive-in last 6 months: Pizza Hut	1,285	26.5%	120
Fast food/drive-in last 6 months: Popeyes	229	4.7%	65
Fast food/drive-in last 6 months: Quiznos	337	7.0%	77
Fast food/drive-in last 6 months: Sonic Drive-In	637	13.1%	112
Fast food/drive-in last 6 months: Starbucks	484	10.0%	67
Fast food/drive-in last 6 months: Steak n Shake	302	6.2%	124
Fast food/drive-in last 6 months: Subway	1,702	35.1%	111
Fast food/drive-in last 6 months: Taco Bell	1,667	34.4%	107
Fast food/drive-in last 6 months: Wendy's	1,699	35.1%	112
Fast food/drive-in last 6 months: Whataburger	187	3.9%	80
Fast food/drive-in last 6 months: White Castle	178	3.7%	91
Fast food/drive-in last 6 months: eat in	1,973	40.7%	108
Fast food/drive-in last 6 months: home delivery	470	9.7%	93
Fast food/drive-in last 6 months: take-out/drive-thru	2,878	59.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	1,048	21.6%	88

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		13,371	13,970
Population 18+		9,993	10,485
Households		4,899	5,151
Median Household Income		\$54,202	\$59,971
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,185	71.9%	100
Family restaurant/steak house last month: <2 times	2,571	25.7%	100
Family restaurant/steak house last month: 2-4 times	2,685	26.9%	99
Family restaurant/steak house last month: 5+ times	1,929	19.3%	99
Family restaurant/steak house last 6 months: breakfast	1,247	12.5%	95
Family restaurant/steak house last 6 months: lunch	2,411	24.1%	97
Family restaurant/steak house last 6 months: snack	119	1.2%	43
Family restaurant/steak house last 6 months: dinner	5,514	55.2%	104
Family restaurant/steak house last 6 months: weekday	3,810	38.1%	99
Family restaurant/steak house last 6 months: weekend	4,593	46.0%	103
Family restaurant/steak house last 6 months: Applebee's	2,618	26.2%	104
Family restaurant/steak house last 6 months: Bennigan's	142	1.4%	65
Family restaurant/steak house last 6 months: Bob Evans Farm	653	6.5%	142
Family restaurant/steak house last 6 months: Cheesecake Factory	334	3.3%	51
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,035	10.4%	89
Family restaurant/steak house last 6 months: Cracker Barrel	1,525	15.3%	138
Family restaurant/steak house last 6 months: Denny's	703	7.0%	78
Family restaurant/steak house last 6 months: Friendly's	285	2.9%	72
Family restaurant/steak house last 6 months: Golden Corral	919	9.2%	127
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	969	9.7%	83
Family restaurant/steak house last 6 months: Lone Star Steakhouse	346	3.5%	127
Family restaurant/steak house last 6 months: Old Country Buffet	236	2.4%	83
Family restaurant/steak house last 6 months: Olive Garden	1,716	17.2%	97
Family restaurant/steak house last 6 months: Outback Steakhouse	1,111	11.1%	97
Family restaurant/steak house last 6 months: Perkins	445	4.5%	123
Family restaurant/steak house last 6 months: Red Lobster	1,384	13.9%	103
Family restaurant/steak house last 6 months: Red Robin	434	4.3%	77
Family restaurant/steak house last 6 months: Ruby Tuesday	923	9.2%	111
Family restaurant/steak house last 6 months: Ryan's	483	4.8%	128
Family restaurant/steak house last 6 months: Sizzler	226	2.3%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's	812	8.1%	79
Went to fast food/drive-in restaurant in last 6 months	9,076	90.8%	102
Went to fast food/drive-in restaurant <6 times/month	3,314	33.2%	95
Went to fast food/drive-in restaurant 6-13 times/month	3,171	31.7%	110
Went to fast food/drive-in restaurant 14+ times/month	2,591	25.9%	104
Fast food/drive-in last 6 months: breakfast	2,842	28.4%	103
Fast food/drive-in last 6 months: lunch	6,311	63.2%	107
Fast food/drive-in last 6 months: snack	1,453	14.5%	84
Fast food/drive-in last 6 months: dinner	5,353	53.6%	111

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	7,119	71.2%	107
Fast food/drive-in last 6 months: weekend	4,919	49.2%	102
Fast food/drive-in last 6 months: A & W	495	5.0%	109
Fast food/drive-in last 6 months: Arby's	2,794	28.0%	135
Fast food/drive-in last 6 months: Boston Market	216	2.2%	45
Fast food/drive-in last 6 months: Burger King	4,017	40.2%	111
Fast food/drive-in last 6 months: Captain D's	672	6.7%	131
Fast food/drive-in last 6 months: Carl's Jr.	276	2.8%	44
Fast food/drive-in last 6 months: Checkers	293	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	1,450	14.5%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	305	3.1%	50
Fast food/drive-in last 6 months: Chuck E. Cheese	341	3.4%	76
Fast food/drive-in last 6 months: Church's Fr. Chicken	330	3.3%	77
Fast food/drive-in last 6 months: Dairy Queen	2,102	21.0%	132
Fast food/drive-in last 6 months: Del Taco	157	1.6%	47
Fast food/drive-in last 6 months: Domino's Pizza	1,250	12.5%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	714	7.1%	62
Fast food/drive-in last 6 months: Fuddruckers	221	2.2%	79
Fast food/drive-in last 6 months: Hardee's	930	9.3%	137
Fast food/drive-in last 6 months: Jack in the Box	678	6.8%	65
Fast food/drive-in last 6 months: KFC	3,003	30.1%	109
Fast food/drive-in last 6 months: Little Caesars	775	7.8%	106
Fast food/drive-in last 6 months: Long John Silver's	843	8.4%	133
Fast food/drive-in last 6 months: McDonald's	5,896	59.0%	106
Fast food/drive-in last 6 months: Panera Bread	736	7.4%	76
Fast food/drive-in last 6 months: Papa John's	855	8.6%	98
Fast food/drive-in last 6 months: Pizza Hut	2,631	26.3%	119
Fast food/drive-in last 6 months: Popeyes	482	4.8%	66
Fast food/drive-in last 6 months: Quiznos	663	6.6%	74
Fast food/drive-in last 6 months: Sonic Drive-In	1,424	14.3%	121
Fast food/drive-in last 6 months: Starbucks	986	9.9%	66
Fast food/drive-in last 6 months: Steak n Shake	579	5.8%	115
Fast food/drive-in last 6 months: Subway	3,527	35.3%	111
Fast food/drive-in last 6 months: Taco Bell	3,447	34.5%	107
Fast food/drive-in last 6 months: Wendy's	3,504	35.1%	112
Fast food/drive-in last 6 months: Whataburger	477	4.8%	99
Fast food/drive-in last 6 months: White Castle	295	3.0%	73
Fast food/drive-in last 6 months: eat in	4,000	40.0%	106
Fast food/drive-in last 6 months: home delivery	1,004	10.0%	96
Fast food/drive-in last 6 months: take-out/drive-thru	5,857	58.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	2,177	21.8%	89

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Population 18+		342	360
Households		163	172
Median Household Income		\$54,930	\$60,228
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	29	8.5%	86
Participated in archery	16	4.7%	176
Participated in backpacking/hiking	37	10.8%	115
Participated in baseball	15	4.4%	84
Participated in basketball	28	8.2%	88
Participated in bicycling (mountain)	14	4.1%	111
Participated in bicycling (road)	32	9.4%	97
Participated in boating (power)	29	8.5%	138
Participated in bowling	49	14.3%	123
Participated in canoeing/kayaking	25	7.3%	153
Participated in downhill skiing	12	3.5%	120
Participated in fishing (fresh water)	75	21.9%	167
Participated in fishing (salt water)	14	4.1%	90
Participated in football	18	5.3%	84
Participated in Frisbee	18	5.3%	96
Participated in golf	40	11.7%	113
Play golf < once a month	14	4.1%	103
Play golf 1+ times a month	21	6.1%	114
Participated in horseback riding	14	4.1%	135
Participated in hunting with rifle	32	9.4%	193
Participated in hunting with shotgun	27	7.9%	186
Participated in ice skating	10	2.9%	101
Participated in jogging/running	31	9.1%	86
Participated in martial arts	3	0.9%	62
Participated in motorcycling	21	6.1%	167
Participated in Pilates	10	2.9%	89
Participated in roller skating	7	2.0%	98
Participated in snowboarding	7	2.0%	107
Participated in soccer	12	3.5%	82
Participated in softball	16	4.7%	120
Participated in swimming	79	23.1%	119
Participated in target shooting	19	5.6%	144
Participated in tennis	11	3.2%	75
Participated in volleyball	13	3.8%	109
Participated in walking for exercise	114	33.3%	112
Participated in weight lifting	37	10.8%	92
Participated in yoga	13	3.8%	66
Spent on high end sports/recreation equipment/12 mo: <\$250	18	5.3%	119
Spent on high end sports/recreation equipment/12 mo: \$250+	15	4.4%	112
Attend sports event: auto racing (NASCAR)	27	7.9%	108
Attend sports event: auto racing (not NASCAR)	24	7.0%	111
Attend sports event: baseball game	51	14.9%	101

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	26	7.6%	96
Attend sports event: basketball game (pro)	24	7.0%	82
Attend sports event: football game (college)	36	10.5%	102
Attend sports event: football-Monday night game (pro)	20	5.8%	95
Attend sports event: football-weekend game (pro)	29	8.5%	93
Attend sports event: golf tournament	18	5.3%	95
Attend sports event: ice hockey game	25	7.3%	110
Attend sports event: soccer game	19	5.6%	90
Attend sports event: tennis match	14	4.1%	83
Attended adult education course in last 12 months	25	7.3%	110
Attended auto show in last 12 months	34	9.9%	120
Went to bar/night club in last 12 months	68	19.9%	104
Went to beach in last 12 months	82	24.0%	98
Attended dance performance in last 12 months	12	3.5%	79
Danced/went dancing in last 12 months	28	8.2%	86
Dined out in last 12 months	194	56.7%	115
Dine out < once a month	19	5.6%	118
Dine out once a month	28	8.2%	132
Dine out 2-3 times a month	51	14.9%	130
Dine out once a week	40	11.7%	101
Dine out 2+ times per week	35	10.2%	103
Gambled at casino in last 12 months	52	15.2%	95
Gambled at casino 6+ times in last 12 months	9	2.6%	97
Gambled in Atlantic City in last 12 months	5	1.5%	58
Gambled in Las Vegas in last 12 months	10	2.9%	61
Attended horse races in last 12 months	8	2.3%	79
Attended movies in last 6 months	192	56.1%	95
Attended movies in last 90 days: < once a month	114	33.3%	103
Attended movies in last 90 days: once a month	30	8.8%	86
Attended movies in last 90 days: 2-3 times a month	16	4.7%	69
Attended movies in last 90 days: once/week or more	6	1.8%	69
Prefer to see movie after second week of release	88	25.7%	109
Went to museum in last 12 months	41	12.0%	94
Attended music performance in last 12 months	84	24.6%	103
Attended country music performance in last 12 mo	23	6.7%	132
Attended rock music performance in last 12 months	37	10.8%	99
Attended classical music/opera performance/12 mo	12	3.5%	76
Went to live theater in last 12 months	42	12.3%	93
Visited a theme park in last 12 months	65	19.0%	88
Visited Disney World (FL)/12 mo: Magic Kingdom	11	3.2%	95
Visited any Sea World in last 12 months	7	2.0%	60
Visited any Six Flags in last 12 months	11	3.2%	55
Went to zoo in last 12 months	52	15.2%	119
Played backgammon in last 12 months	5	1.5%	73
Participated in book club in last 12 months	11	3.2%	102
Played billiards/pool in last 12 months	37	10.8%	112
Played bingo in last 12 months	14	4.1%	97
Did birdwatching in last 12 months	36	10.5%	169
Played board game in last 12 months	65	19.0%	117

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	86	25.1%	120
Played chess in last 12 months	10	2.9%	80
Cooked for fun in last 12 months	79	23.1%	111
Did crossword puzzle in last 12 months	55	16.1%	111
Participated in fantasy sports league last 12 mo	12	3.5%	108
Flew a kite in last 12 months	11	3.2%	114
Did furniture refinishing in last 12 months	9	2.6%	82
Did indoor gardening/plant care in last 12 months	40	11.7%	116
Participated in karaoke in last 12 months	14	4.1%	92
Bought lottery ticket in last 12 months	127	37.1%	107
Bought lottery ticket in last 12 mo: Daily Drawing	12	3.5%	72
Bought lottery ticket in last 12 mo: Instant Game	63	18.4%	116
Bought lottery ticket in last 12 mo: Lotto Drawing	81	23.7%	111
Played lottery: <3 times in last 30 days	57	16.7%	106
Played lottery: 3-7 times in last 30 days	36	10.5%	109
Played lottery: 8+ times in last 30 days	35	10.2%	110
Played musical instrument in last 12 months	27	7.9%	99
Did painting/drawing in last 12 months	20	5.8%	89
Did photography in last 12 months	49	14.3%	114
Read book in last 12 months	148	43.3%	106
Participated in trivia games in last 12 months	20	5.8%	97
Played video game in last 12 months	47	13.7%	103
Did woodworking in last 12 months	24	7.0%	149
Participated in word games in last 12 months	32	9.4%	98
Member of AARP	56	16.4%	106
Member of business club	9	2.6%	106
Member of charitable organization	20	5.8%	93
Member of church board	16	4.7%	109
Member of fraternal order	15	4.4%	124
Member of religious club	23	6.7%	105
Member of union	22	6.4%	122
Member of veterans club	13	3.8%	112
Bought any children`s toy/game in last 12 months	127	37.1%	107
Spent on toys/games in last 12 months: <\$50	24	7.0%	115
Spent on toys/games in last 12 months: \$50-99	9	2.6%	95
Spent on toys/games in last 12 months: \$100-199	26	7.6%	106
Spent on toys/games in last 12 months: \$200-499	38	11.1%	103
Spent on toys/games in last 12 months: \$500+	21	6.1%	107
Bought infant toy in last 12 months	32	9.4%	112
Bought pre-school toy in last 12 months	28	8.2%	101
Spent on toys/games (for child <6)/12 mo: <\$100	47	13.7%	124
Spent on toys/games (for child <6)/12 mo: \$100-199	23	6.7%	100
Spent on toys/games (for child <6)/12 mo: \$200+	25	7.3%	95
Bought for child in last 12 mo: boy action figure	31	9.1%	112
Bought for child in last 12 mo: girl action figure	11	3.2%	104
Bought for child in last 12 mo: bicycle	23	6.7%	98
Bought for child in last 12 mo: board game	43	12.6%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	12	3.5%	104
Bought for child in last 12 mo: car	37	10.8%	117
Bought for child in last 12 mo: construction toy	20	5.8%	119
Bought for child in last 12 mo: large/baby doll	20	5.8%	90
Bought for child in last 12 mo: fashion doll	20	5.8%	115
Bought for child in last 12 mo: plush doll/animal	34	9.9%	118
Bought for child in last 12 mo: doll accessories	14	4.1%	102
Bought for child in last 12 mo: doll clothing	15	4.4%	106
Bought for child in last 12 mo: educational toy	55	16.1%	118
Bought for child in last 12 mo: electronic game	37	10.8%	116
Bought for child in last 12 mo: mechanical toy	12	3.5%	88
Bought for child in last 12 mo: model kit/set	9	2.6%	102
Bought for child in last 12 mo: sound game	7	2.0%	73
Bought for child in last 12 mo: water toy	37	10.8%	113
Bought for child in last 12 mo: word game	11	3.2%	83
Bought book in last 12 months	173	50.6%	101
Bought 1-3 books in last 12 months	66	19.3%	98
Bought 4-9 books in last 12 months	54	15.8%	101
Bought 10+ books in last 12 months	53	15.5%	103
Bought paperback book in last 12 months	136	39.8%	105
Bought <3 paperback books in last 12 months	44	12.9%	99
Bought 3-6 paperback books in last 12 months	50	14.6%	111
Bought 7+ paperback books in last 12 months	42	12.3%	104
Bought hardcover book in last 12 months	91	26.6%	95
Bought <3 hardcover books in last 12 months	42	12.3%	100
Bought 3-5 hardcover books in last 12 months	27	7.9%	99
Bought 6+ hardcover books in last 12 months	22	6.4%	82
Bought book (fiction) in last 12 months	99	28.9%	103
Bought book (non-fiction) in last 12 months	83	24.3%	95
Bought biography in last 12 months	22	6.4%	89
Bought children's book in last 12 months	48	14.0%	110
Bought cookbook in last 12 months	39	11.4%	104
Bought desk dictionary in last 12 months	3	0.9%	43
Bought history book in last 12 months	23	6.7%	89
Bought mystery book in last 12 months	44	12.9%	114
Bought personal/business self-help book last 12 mo	22	6.4%	90
Bought religious book (not bible) last 12 months	25	7.3%	96
Bought romance book in last 12 months	24	7.0%	108
Bought science fiction book in last 12 months	17	5.0%	109
Bought book through book club in last 12 months	18	5.3%	122
Bought book at book store in last 12 months	116	33.9%	101
Bought book at Barnes & Noble in last 12 months	63	18.4%	94
Bought book at Borders in last 12 months	38	11.1%	100
Bought book at convenience store in last 12 months	6	1.8%	79
Bought book at department store in last 12 months	32	9.4%	122
Bought book at drug store in last 12 months	5	1.5%	64
Bought book through Internet in last 12 mo	29	8.5%	83
Bought book through mail order in last 12 months	12	3.5%	103
Bought book at supermarket in last 12 months	22	6.4%	123
Bought book at warehouse store in last 12 months	17	5.0%	85

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Population 18+		4,845	5,082
Households		2,417	2,533
Median Household Income		\$53,069	\$58,526
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	379	7.8%	79
Participated in archery	219	4.5%	170
Participated in backpacking/hiking	439	9.1%	96
Participated in baseball	219	4.5%	87
Participated in basketball	376	7.8%	83
Participated in bicycling (mountain)	166	3.4%	93
Participated in bicycling (road)	401	8.3%	86
Participated in boating (power)	337	7.0%	113
Participated in bowling	578	11.9%	102
Participated in canoeing/kayaking	273	5.6%	118
Participated in downhill skiing	107	2.2%	76
Participated in fishing (fresh water)	959	19.8%	151
Participated in fishing (salt water)	178	3.7%	81
Participated in football	259	5.3%	86
Participated in Frisbee	242	5.0%	91
Participated in golf	469	9.7%	93
Play golf < once a month	176	3.6%	92
Play golf 1+ times a month	229	4.7%	88
Participated in horseback riding	174	3.6%	118
Participated in hunting with rifle	426	8.8%	181
Participated in hunting with shotgun	361	7.5%	176
Participated in ice skating	105	2.2%	75
Participated in jogging/running	365	7.5%	71
Participated in martial arts	42	0.9%	62
Participated in motorcycling	249	5.1%	140
Participated in Pilates	106	2.2%	67
Participated in roller skating	85	1.8%	84
Participated in snowboarding	71	1.5%	76
Participated in soccer	139	2.9%	67
Participated in softball	205	4.2%	108
Participated in swimming	961	19.8%	102
Participated in target shooting	233	4.8%	125
Participated in tennis	147	3.0%	71
Participated in volleyball	171	3.5%	101
Participated in walking for exercise	1,371	28.3%	95
Participated in weight lifting	447	9.2%	78
Participated in yoga	177	3.7%	63
Spent on high end sports/recreation equipment/12 mo: <\$250	218	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+	176	3.6%	93
Attend sports event: auto racing (NASCAR)	410	8.5%	115
Attend sports event: auto racing (not NASCAR)	336	6.9%	109
Attend sports event: baseball game	630	13.0%	88

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	348	7.2%	90
Attend sports event: basketball game (pro)	310	6.4%	75
Attend sports event: football game (college)	477	9.8%	95
Attend sports event: football-Monday night game (pro)	266	5.5%	90
Attend sports event: football-weekend game (pro)	372	7.7%	85
Attend sports event: golf tournament	242	5.0%	90
Attend sports event: ice hockey game	307	6.3%	96
Attend sports event: soccer game	253	5.2%	84
Attend sports event: tennis match	204	4.2%	85
Attended adult education course in last 12 months	290	6.0%	90
Attended auto show in last 12 months	472	9.7%	118
Went to bar/night club in last 12 months	900	18.6%	97
Went to beach in last 12 months	976	20.1%	82
Attended dance performance in last 12 months	142	2.9%	66
Danced/went dancing in last 12 months	389	8.0%	85
Dined out in last 12 months	2,442	50.4%	102
Dine out < once a month	257	5.3%	113
Dine out once a month	340	7.0%	114
Dine out 2-3 times a month	580	12.0%	104
Dine out once a week	546	11.3%	98
Dine out 2+ times per week	469	9.7%	98
Gambled at casino in last 12 months	655	13.5%	84
Gambled at casino 6+ times in last 12 months	114	2.4%	87
Gambled in Atlantic City in last 12 months	56	1.2%	46
Gambled in Las Vegas in last 12 months	136	2.8%	59
Attended horse races in last 12 months	121	2.5%	84
Attended movies in last 6 months	2,577	53.2%	90
Attended movies in last 90 days: < once a month	1,505	31.1%	96
Attended movies in last 90 days: once a month	402	8.3%	81
Attended movies in last 90 days: 2-3 times a month	257	5.3%	79
Attended movies in last 90 days: once/week or more	84	1.7%	68
Prefer to see movie after second week of release	1,083	22.4%	94
Went to museum in last 12 months	431	8.9%	70
Attended music performance in last 12 months	1,076	22.2%	93
Attended country music performance in last 12 mo	323	6.7%	131
Attended rock music performance in last 12 months	453	9.4%	86
Attended classical music/opera performance/12 mo	148	3.1%	66
Went to live theater in last 12 months	482	9.9%	76
Visited a theme park in last 12 months	860	17.8%	83
Visited Disney World (FL)/12 mo: Magic Kingdom	123	2.5%	75
Visited any Sea World in last 12 months	108	2.2%	66
Visited any Six Flags in last 12 months	147	3.0%	52
Went to zoo in last 12 months	614	12.7%	99
Played backgammon in last 12 months	64	1.3%	66
Participated in book club in last 12 months	133	2.7%	87
Played billiards/pool in last 12 months	478	9.9%	102
Played bingo in last 12 months	190	3.9%	93
Did birdwatching in last 12 months	426	8.8%	141
Played board game in last 12 months	801	16.5%	101

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,069	22.1%	105
Played chess in last 12 months	143	3.0%	81
Cooked for fun in last 12 months	975	20.1%	97
Did crossword puzzle in last 12 months	725	15.0%	103
Participated in fantasy sports league last 12 mo	123	2.5%	78
Flew a kite in last 12 months	124	2.6%	90
Did furniture refinishing in last 12 months	160	3.3%	102
Did indoor gardening/plant care in last 12 months	490	10.1%	100
Participated in karaoke in last 12 months	174	3.6%	81
Bought lottery ticket in last 12 months	1,788	36.9%	107
Bought lottery ticket in last 12 mo: Daily Drawing	159	3.3%	68
Bought lottery ticket in last 12 mo: Instant Game	925	19.1%	120
Bought lottery ticket in last 12 mo: Lotto Drawing	1,079	22.3%	104
Played lottery: <3 times in last 30 days	751	15.5%	98
Played lottery: 3-7 times in last 30 days	542	11.2%	116
Played lottery: 8+ times in last 30 days	495	10.2%	110
Played musical instrument in last 12 months	343	7.1%	89
Did painting/drawing in last 12 months	291	6.0%	92
Did photography in last 12 months	610	12.6%	100
Read book in last 12 months	1,922	39.7%	97
Participated in trivia games in last 12 months	268	5.5%	92
Played video game in last 12 months	624	12.9%	97
Did woodworking in last 12 months	343	7.1%	151
Participated in word games in last 12 months	453	9.4%	98
Member of AARP	776	16.0%	104
Member of business club	86	1.8%	71
Member of charitable organization	265	5.5%	87
Member of church board	219	4.5%	105
Member of fraternal order	177	3.7%	103
Member of religious club	316	6.5%	102
Member of union	248	5.1%	97
Member of veterans club	190	3.9%	115
Bought any children`s toy/game in last 12 months	1,734	35.8%	103
Spent on toys/games in last 12 months: <\$50	329	6.8%	112
Spent on toys/games in last 12 months: \$50-99	139	2.9%	104
Spent on toys/games in last 12 months: \$100-199	352	7.3%	101
Spent on toys/games in last 12 months: \$200-499	516	10.7%	98
Spent on toys/games in last 12 months: \$500+	283	5.8%	101
Bought infant toy in last 12 months	415	8.6%	102
Bought pre-school toy in last 12 months	380	7.8%	97
Spent on toys/games (for child <6)/12 mo: <\$100	614	12.7%	114
Spent on toys/games (for child <6)/12 mo: \$100-199	323	6.7%	99
Spent on toys/games (for child <6)/12 mo: \$200+	342	7.1%	91
Bought for child in last 12 mo: boy action figure	422	8.7%	108
Bought for child in last 12 mo: girl action figure	134	2.8%	89
Bought for child in last 12 mo: bicycle	327	6.7%	99
Bought for child in last 12 mo: board game	595	12.3%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	160	3.3%	98
Bought for child in last 12 mo: car	493	10.2%	110
Bought for child in last 12 mo: construction toy	247	5.1%	103
Bought for child in last 12 mo: large/baby doll	312	6.4%	99
Bought for child in last 12 mo: fashion doll	273	5.6%	110
Bought for child in last 12 mo: plush doll/animal	438	9.0%	107
Bought for child in last 12 mo: doll accessories	212	4.4%	109
Bought for child in last 12 mo: doll clothing	198	4.1%	99
Bought for child in last 12 mo: educational toy	663	13.7%	100
Bought for child in last 12 mo: electronic game	488	10.1%	108
Bought for child in last 12 mo: mechanical toy	186	3.8%	96
Bought for child in last 12 mo: model kit/set	130	2.7%	104
Bought for child in last 12 mo: sound game	97	2.0%	71
Bought for child in last 12 mo: water toy	487	10.1%	105
Bought for child in last 12 mo: word game	171	3.5%	92
Bought book in last 12 months	2,291	47.3%	94
Bought 1-3 books in last 12 months	910	18.8%	96
Bought 4-9 books in last 12 months	694	14.3%	92
Bought 10+ books in last 12 months	687	14.2%	94
Bought paperback book in last 12 months	1,726	35.6%	94
Bought <3 paperback books in last 12 months	584	12.1%	93
Bought 3-6 paperback books in last 12 months	617	12.7%	97
Bought 7+ paperback books in last 12 months	525	10.8%	92
Bought hardcover book in last 12 months	1,220	25.2%	90
Bought <3 hardcover books in last 12 months	550	11.4%	93
Bought 3-5 hardcover books in last 12 months	331	6.8%	85
Bought 6+ hardcover books in last 12 months	339	7.0%	89
Bought book (fiction) in last 12 months	1,283	26.5%	94
Bought book (non-fiction) in last 12 months	1,087	22.4%	88
Bought biography in last 12 months	278	5.7%	79
Bought children's book in last 12 months	589	12.2%	95
Bought cookbook in last 12 months	489	10.1%	92
Bought desk dictionary in last 12 months	51	1.1%	52
Bought history book in last 12 months	295	6.1%	81
Bought mystery book in last 12 months	532	11.0%	98
Bought personal/business self-help book last 12 mo	278	5.7%	80
Bought religious book (not bible) last 12 months	347	7.2%	94
Bought romance book in last 12 months	311	6.4%	98
Bought science fiction book in last 12 months	209	4.3%	95
Bought book through book club in last 12 months	253	5.2%	121
Bought book at book store in last 12 months	1,420	29.3%	87
Bought book at Barnes & Noble in last 12 months	739	15.3%	77
Bought book at Borders in last 12 months	393	8.1%	73
Bought book at convenience store in last 12 months	82	1.7%	76
Bought book at department store in last 12 months	469	9.7%	127
Bought book at drug store in last 12 months	83	1.7%	75
Bought book through Internet in last 12 mo	361	7.5%	73
Bought book through mail order in last 12 months	177	3.7%	107
Bought book at supermarket in last 12 months	282	5.8%	112
Bought book at warehouse store in last 12 months	214	4.4%	76

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ECONOMIC DEVELOPMENT

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Demographic Summary		2010	2015
Population		13,371	13,970
Population 18+		9,993	10,485
Households		4,899	5,151
Median Household Income		\$54,202	\$59,971
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	794	7.9%	80
Participated in archery	420	4.2%	158
Participated in backpacking/hiking	875	8.8%	93
Participated in baseball	474	4.7%	91
Participated in basketball	787	7.9%	84
Participated in bicycling (mountain)	322	3.2%	87
Participated in bicycling (road)	849	8.5%	88
Participated in boating (power)	683	6.8%	111
Participated in bowling	1,183	11.8%	102
Participated in canoeing/kayaking	554	5.5%	116
Participated in downhill skiing	221	2.2%	76
Participated in fishing (fresh water)	1,899	19.0%	145
Participated in fishing (salt water)	392	3.9%	86
Participated in football	561	5.6%	90
Participated in Frisbee	501	5.0%	92
Participated in golf	973	9.7%	94
Play golf < once a month	356	3.6%	90
Play golf 1+ times a month	480	4.8%	89
Participated in horseback riding	360	3.6%	119
Participated in hunting with rifle	864	8.6%	178
Participated in hunting with shotgun	710	7.1%	167
Participated in ice skating	227	2.3%	79
Participated in jogging/running	784	7.8%	74
Participated in martial arts	100	1.0%	71
Participated in motorcycling	480	4.8%	130
Participated in Pilates	240	2.4%	73
Participated in roller skating	199	2.0%	95
Participated in snowboarding	137	1.4%	71
Participated in soccer	299	3.0%	70
Participated in softball	426	4.3%	109
Participated in swimming	2,031	20.3%	104
Participated in target shooting	462	4.6%	120
Participated in tennis	309	3.1%	72
Participated in volleyball	374	3.7%	107
Participated in walking for exercise	2,762	27.6%	93
Participated in weight lifting	959	9.6%	82
Participated in yoga	354	3.5%	61
Spent on high end sports/recreation equipment/12 mo: <\$250	439	4.4%	100
Spent on high end sports/recreation equipment/12 mo: \$250+	349	3.5%	90
Attend sports event: auto racing (NASCAR)	850	8.5%	116
Attend sports event: auto racing (not NASCAR)	704	7.0%	111
Attend sports event: baseball game	1,295	13.0%	88

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	713	7.1%	90
Attend sports event: basketball game (pro)	638	6.4%	75
Attend sports event: football game (college)	997	10.0%	97
Attend sports event: football-Monday night game (pro)	537	5.4%	88
Attend sports event: football-weekend game (pro)	765	7.7%	84
Attend sports event: golf tournament	489	4.9%	88
Attend sports event: ice hockey game	607	6.1%	92
Attend sports event: soccer game	528	5.3%	85
Attend sports event: tennis match	430	4.3%	87
Attended adult education course in last 12 months	588	5.9%	89
Attended auto show in last 12 months	981	9.8%	118
Went to bar/night club in last 12 months	1,873	18.7%	98
Went to beach in last 12 months	2,027	20.3%	83
Attended dance performance in last 12 months	283	2.8%	64
Danced/went dancing in last 12 months	810	8.1%	85
Dined out in last 12 months	4,928	49.3%	100
Dine out < once a month	503	5.0%	107
Dine out once a month	693	6.9%	112
Dine out 2-3 times a month	1,122	11.2%	98
Dine out once a week	1,146	11.5%	99
Dine out 2+ times per week	924	9.2%	93
Gambled at casino in last 12 months	1,307	13.1%	82
Gambled at casino 6+ times in last 12 months	244	2.4%	90
Gambled in Atlantic City in last 12 months	105	1.1%	41
Gambled in Las Vegas in last 12 months	286	2.9%	60
Attended horse races in last 12 months	242	2.4%	82
Attended movies in last 6 months	5,227	52.3%	89
Attended movies in last 90 days: < once a month	3,004	30.1%	93
Attended movies in last 90 days: once a month	841	8.4%	82
Attended movies in last 90 days: 2-3 times a month	548	5.5%	81
Attended movies in last 90 days: once/week or more	170	1.7%	67
Prefer to see movie after second week of release	2,186	21.9%	92
Went to museum in last 12 months	861	8.6%	67
Attended music performance in last 12 months	2,209	22.1%	93
Attended country music performance in last 12 mo	662	6.6%	131
Attended rock music performance in last 12 months	956	9.6%	88
Attended classical music/opera performance/12 mo	310	3.1%	67
Went to live theater in last 12 months	926	9.3%	71
Visited a theme park in last 12 months	1,738	17.4%	81
Visited Disney World (FL)/12 mo: Magic Kingdom	252	2.5%	74
Visited any Sea World in last 12 months	230	2.3%	68
Visited any Six Flags in last 12 months	325	3.3%	56
Went to zoo in last 12 months	1,229	12.3%	96
Played backgammon in last 12 months	128	1.3%	64
Participated in book club in last 12 months	247	2.5%	78
Played billiards/pool in last 12 months	988	9.9%	103
Played bingo in last 12 months	361	3.6%	85
Did birdwatching in last 12 months	803	8.0%	129
Played board game in last 12 months	1,603	16.0%	98

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,100	21.0%	100
Played chess in last 12 months	291	2.9%	80
Cooked for fun in last 12 months	1,964	19.7%	95
Did crossword puzzle in last 12 months	1,483	14.8%	102
Participated in fantasy sports league last 12 mo	243	2.4%	75
Flew a kite in last 12 months	255	2.6%	90
Did furniture refinishing in last 12 months	330	3.3%	102
Did indoor gardening/plant care in last 12 months	968	9.7%	96
Participated in karaoke in last 12 months	379	3.8%	86
Bought lottery ticket in last 12 months	3,605	36.1%	104
Bought lottery ticket in last 12 mo: Daily Drawing	304	3.0%	63
Bought lottery ticket in last 12 mo: Instant Game	1,865	18.7%	117
Bought lottery ticket in last 12 mo: Lotto Drawing	2,144	21.5%	100
Played lottery: <3 times in last 30 days	1,524	15.3%	97
Played lottery: 3-7 times in last 30 days	1,103	11.0%	115
Played lottery: 8+ times in last 30 days	980	9.8%	105
Played musical instrument in last 12 months	703	7.0%	88
Did painting/drawing in last 12 months	596	6.0%	91
Did photography in last 12 months	1,268	12.7%	101
Read book in last 12 months	3,878	38.8%	95
Participated in trivia games in last 12 months	566	5.7%	94
Played video game in last 12 months	1,335	13.4%	100
Did woodworking in last 12 months	683	6.8%	145
Participated in word games in last 12 months	899	9.0%	94
Member of AARP	1,538	15.4%	100
Member of business club	181	1.8%	73
Member of charitable organization	517	5.2%	82
Member of church board	454	4.5%	106
Member of fraternal order	342	3.4%	97
Member of religious club	599	6.0%	94
Member of union	475	4.8%	90
Member of veterans club	380	3.8%	112
Bought any children`s toy/game in last 12 months	3,600	36.0%	104
Spent on toys/games in last 12 months: <\$50	668	6.7%	110
Spent on toys/games in last 12 months: \$50-99	288	2.9%	104
Spent on toys/games in last 12 months: \$100-199	731	7.3%	102
Spent on toys/games in last 12 months: \$200-499	1,102	11.0%	102
Spent on toys/games in last 12 months: \$500+	586	5.9%	102
Bought infant toy in last 12 months	878	8.8%	105
Bought pre-school toy in last 12 months	810	8.1%	100
Spent on toys/games (for child <6)/12 mo: <\$100	1,212	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	718	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	736	7.4%	95
Bought for child in last 12 mo: boy action figure	865	8.7%	107
Bought for child in last 12 mo: girl action figure	278	2.8%	90
Bought for child in last 12 mo: bicycle	682	6.8%	100
Bought for child in last 12 mo: board game	1,184	11.8%	100

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	326	3.3%	96
Bought for child in last 12 mo: car	1,014	10.1%	110
Bought for child in last 12 mo: construction toy	489	4.9%	99
Bought for child in last 12 mo: large/baby doll	705	7.1%	108
Bought for child in last 12 mo: fashion doll	536	5.4%	105
Bought for child in last 12 mo: plush doll/animal	940	9.4%	112
Bought for child in last 12 mo: doll accessories	437	4.4%	109
Bought for child in last 12 mo: doll clothing	407	4.1%	99
Bought for child in last 12 mo: educational toy	1,365	13.7%	100
Bought for child in last 12 mo: electronic game	1,043	10.4%	112
Bought for child in last 12 mo: mechanical toy	415	4.2%	104
Bought for child in last 12 mo: model kit/set	271	2.7%	105
Bought for child in last 12 mo: sound game	210	2.1%	75
Bought for child in last 12 mo: water toy	1,017	10.2%	106
Bought for child in last 12 mo: word game	349	3.5%	91
Bought book in last 12 months	4,742	47.5%	95
Bought 1-3 books in last 12 months	1,910	19.1%	97
Bought 4-9 books in last 12 months	1,446	14.5%	93
Bought 10+ books in last 12 months	1,386	13.9%	92
Bought paperback book in last 12 months	3,570	35.7%	94
Bought <3 paperback books in last 12 months	1,225	12.3%	95
Bought 3-6 paperback books in last 12 months	1,269	12.7%	97
Bought 7+ paperback books in last 12 months	1,076	10.8%	91
Bought hardcover book in last 12 months	2,538	25.4%	91
Bought <3 hardcover books in last 12 months	1,190	11.9%	97
Bought 3-5 hardcover books in last 12 months	652	6.5%	81
Bought 6+ hardcover books in last 12 months	696	7.0%	89
Bought book (fiction) in last 12 months	2,614	26.2%	93
Bought book (non-fiction) in last 12 months	2,263	22.6%	89
Bought biography in last 12 months	558	5.6%	77
Bought children's book in last 12 months	1,210	12.1%	95
Bought cookbook in last 12 months	1,028	10.3%	94
Bought desk dictionary in last 12 months	112	1.1%	55
Bought history book in last 12 months	605	6.1%	80
Bought mystery book in last 12 months	1,058	10.6%	94
Bought personal/business self-help book last 12 mo	600	6.0%	84
Bought religious book (not bible) last 12 months	748	7.5%	99
Bought romance book in last 12 months	683	6.8%	105
Bought science fiction book in last 12 months	436	4.4%	96
Bought book through book club in last 12 months	498	5.0%	115
Bought book at book store in last 12 months	2,862	28.6%	85
Bought book at Barnes & Noble in last 12 months	1,495	15.0%	76
Bought book at Borders in last 12 months	774	7.7%	70
Bought book at convenience store in last 12 months	171	1.7%	77
Bought book at department store in last 12 months	1,040	10.4%	136
Bought book at drug store in last 12 months	168	1.7%	74
Bought book through Internet in last 12 mo	748	7.5%	74
Bought book through mail order in last 12 months	363	3.6%	107
Bought book at supermarket in last 12 months	613	6.1%	118
Bought book at warehouse store in last 12 months	468	4.7%	81

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	86.0%	Population	452	473
Rustbelt Traditions	14.0%	Households	163	172
Top Rung	0.0%	Families	119	124
Suburban Splendor	0.0%	Median Age	40.1	41.3
Connoisseurs	0.0%	Median Household Income	\$54,930	\$60,228
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		59	\$1,419.76	\$232,057
Men's		56	\$258.42	\$42,237
Women's		54	\$448.90	\$73,371
Children's		63	\$254.18	\$41,546
Footwear		41	\$170.90	\$27,933
Watches & Jewelry		86	\$167.52	\$27,380
Apparel Products and Services (1)		128	\$119.85	\$19,589
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$164.73	\$26,925
Software and Accessories for Home Use		87	\$24.77	\$4,049
<b>Entertainment &amp; Recreation</b>		90	\$2,896.56	\$473,436
Fees and Admissions		92	\$567.12	\$92,694
Membership Fees for Clubs (2)		93	\$151.88	\$24,825
Fees for Participant Sports, excl. Trips		92	\$97.78	\$15,982
Admission to Movie/Theatre/Opera/Ballet		87	\$131.32	\$21,463
Admission to Sporting Events, excl. Trips		96	\$57.16	\$9,342
Fees for Recreational Lessons		94	\$128.43	\$20,991
Dating Services		72	\$0.55	\$90
TV/Video/Audio		85	\$1,057.54	\$172,852
Community Antenna or Cable TV		85	\$614.84	\$100,494
Televisions		87	\$167.83	\$27,431
VCRs, Video Cameras, and DVD Players		85	\$17.25	\$2,819
Video Cassettes and DVDs		83	\$43.43	\$7,099
Video and Computer Game Hardware and Software		93	\$51.65	\$8,443
Satellite Dishes		85	\$1.07	\$175
Rental of Video Cassettes and DVDs		87	\$35.74	\$5,842
Streaming/Downloaded Video		86	\$1.21	\$198
Audio (3)		81	\$118.71	\$19,403
Rental and Repair of TV/Radio/Sound Equipment		76	\$5.80	\$949
Pets		110	\$474.23	\$77,511
Toys and Games (4)		88	\$128.23	\$20,959
Recreational Vehicles and Fees (5)		86	\$277.91	\$45,424
Sports/Recreation/Exercise Equipment (6)		71	\$129.10	\$21,100
Photo Equipment and Supplies (7)		92	\$94.99	\$15,526
Reading (8)		92	\$142.06	\$23,218
Catered Affairs (9)		103	\$25.39	\$4,150
<b>Food</b>		85	\$6,557.66	\$1,071,833
Food at Home		85	\$3,789.55	\$619,393
Bakery and Cereal Products		86	\$513.41	\$83,915
Meats, Poultry, Fish, and Eggs		84	\$866.46	\$141,620
Dairy Products		86	\$425.80	\$69,595
Fruits and Vegetables		83	\$653.20	\$106,764
Snacks and Other Food at Home (10)		85	\$1,330.69	\$217,498
Food Away from Home		86	\$2,768.11	\$452,440
Alcoholic Beverages		87	\$497.61	\$81,334
Nonalcoholic Beverages at Home		84	\$369.03	\$60,318

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	90	\$1,562.29	\$255,352
Vehicle Loans	87	\$4,272.76	\$698,372
<b>Health</b>			
Nonprescription Drugs	84	\$87.10	\$14,237
Prescription Drugs	90	\$448.36	\$73,284
Eyeglasses and Contact Lenses	95	\$73.44	\$12,004
<b>Home</b>			
Mortgage Payment and Basics (11)	95	\$8,935.31	\$1,460,454
Maintenance and Remodeling Services	95	\$1,890.18	\$308,945
Maintenance and Remodeling Materials (12)	95	\$351.69	\$57,482
Utilities, Fuel, and Public Services	88	\$3,965.69	\$648,182
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	87	\$116.11	\$18,978
Furniture	86	\$515.88	\$84,318
Floor Coverings	98	\$73.57	\$12,025
Major Appliances (14)	90	\$273.22	\$44,657
Housewares (15)	75	\$64.38	\$10,522
Small Appliances	89	\$29.25	\$4,781
Luggage	93	\$8.61	\$1,406
Telephones and Accessories	56	\$23.99	\$3,921
<b>Household Operations</b>			
Child Care	86	\$395.90	\$64,708
Lawn and Garden (16)	92	\$385.34	\$62,982
Moving/Storage/Freight Express	70	\$42.54	\$6,952
Housekeeping Supplies (17)	87	\$612.77	\$100,156
<b>Insurance</b>			
Owners and Renters Insurance	95	\$438.99	\$71,752
Vehicle Insurance	86	\$1,007.00	\$164,591
Life/Other Insurance	98	\$407.29	\$66,570
Health Insurance	90	\$1,746.09	\$285,393
Personal Care Products (18)	85	\$339.76	\$55,532
School Books and Supplies (19)	86	\$91.34	\$14,930
Smoking Products	84	\$360.08	\$58,854
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	87	\$3,799.57	\$621,030
Gasoline and Motor Oil	87	\$2,495.46	\$407,877
Vehicle Maintenance and Repairs	87	\$817.27	\$133,580
<b>Travel</b>			
Airline Fares	87	\$401.40	\$65,608
Lodging on Trips	92	\$401.35	\$65,599
Auto/Truck/Van Rental on Trips	89	\$33.19	\$5,424
Food and Drink on Trips	90	\$390.67	\$63,855

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	29.4%	Population	6,452	6,723
Green Acres	28.1%	Households	2,417	2,533
Rustbelt Traditions	22.0%	Families	1,803	1,877
Salt of the Earth	20.4%	Median Age	38.4	39.4
Top Rung	0.0%	Median Household Income	\$53,069	\$58,526
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		59	\$1,406.14	\$3,398,185
Men's		55	\$254.23	\$614,388
Women's		53	\$437.92	\$1,058,300
Children's		65	\$259.44	\$626,987
Footwear		41	\$172.47	\$416,815
Watches & Jewelry		84	\$163.46	\$395,020
Apparel Products and Services (1)		127	\$118.62	\$286,675
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$162.10	\$391,741
Software and Accessories for Home Use		84	\$23.87	\$57,696
<b>Entertainment &amp; Recreation</b>		89	\$2,860.87	\$6,913,818
Fees and Admissions		84	\$520.88	\$1,258,794
Membership Fees for Clubs (2)		84	\$137.95	\$333,372
Fees for Participant Sports, excl. Trips		86	\$91.79	\$221,823
Admission to Movie/Theatre/Opera/Ballet		81	\$123.50	\$298,457
Admission to Sporting Events, excl. Trips		91	\$54.20	\$130,984
Fees for Recreational Lessons		83	\$112.94	\$272,939
Dating Services		65	\$0.50	\$1,219
TV/Video/Audio		86	\$1,073.58	\$2,594,507
Community Antenna or Cable TV		88	\$637.89	\$1,541,574
Televisions		85	\$165.35	\$399,588
VCRs, Video Cameras, and DVD Players		84	\$17.10	\$41,318
Video Cassettes and DVDs		84	\$44.26	\$106,963
Video and Computer Game Hardware and Software		90	\$50.08	\$121,020
Satellite Dishes		89	\$1.12	\$2,697
Rental of Video Cassettes and DVDs		87	\$35.70	\$86,280
Streaming/Downloaded Video		81	\$1.13	\$2,732
Audio (3)		78	\$115.25	\$278,521
Rental and Repair of TV/Radio/Sound Equipment		75	\$5.72	\$13,815
Pets		112	\$480.50	\$1,161,212
Toys and Games (4)		90	\$130.36	\$315,028
Recreational Vehicles and Fees (5)		86	\$277.15	\$669,778
Sports/Recreation/Exercise Equipment (6)		71	\$127.94	\$309,192
Photo Equipment and Supplies (7)		88	\$91.38	\$220,833
Reading (8)		88	\$136.09	\$328,875
Catered Affairs (9)		93	\$23.01	\$55,598
<b>Food</b>		86	\$6,605.32	\$15,962,946
Food at Home		86	\$3,836.36	\$9,271,251
Bakery and Cereal Products		87	\$519.93	\$1,256,506
Meats, Poultry, Fish, and Eggs		85	\$878.75	\$2,123,666
Dairy Products		87	\$432.79	\$1,045,913
Fruits and Vegetables		83	\$652.82	\$1,577,650
Snacks and Other Food at Home (10)		87	\$1,352.07	\$3,267,516
Food Away from Home		86	\$2,768.96	\$6,691,695
Alcoholic Beverages		84	\$481.54	\$1,163,715
Nonalcoholic Beverages at Home		86	\$377.03	\$911,170

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	87	\$1,511.17	\$3,652,023
Vehicle Loans	92	\$4,509.93	\$10,899,055
<b>Health</b>			
Nonprescription Drugs	90	\$92.59	\$223,760
Prescription Drugs	95	\$472.46	\$1,141,782
Eyeglasses and Contact Lenses	92	\$70.90	\$171,349
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$8,445.72	\$20,410,594
Maintenance and Remodeling Services	89	\$1,774.70	\$4,288,874
Maintenance and Remodeling Materials (12)	95	\$353.25	\$853,691
Utilities, Fuel, and Public Services	90	\$4,079.38	\$9,858,563
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	85	\$113.19	\$273,534
Furniture	84	\$503.52	\$1,216,835
Floor Coverings	92	\$69.13	\$167,055
Major Appliances (14)	91	\$276.68	\$668,643
Housewares (15)	74	\$63.71	\$153,959
Small Appliances	89	\$29.17	\$70,492
Luggage	86	\$7.97	\$19,267
Telephones and Accessories	57	\$24.20	\$58,481
<b>Household Operations</b>			
Child Care	84	\$390.67	\$944,118
Lawn and Garden (16)	91	\$381.75	\$922,577
Moving/Storage/Freight Express	69	\$41.97	\$101,423
Housekeeping Supplies (17)	89	\$624.32	\$1,508,774
<b>Insurance</b>			
Owners and Renters Insurance	97	\$448.44	\$1,083,740
Vehicle Insurance	87	\$1,018.78	\$2,462,058
Life/Other Insurance	96	\$402.09	\$971,727
Health Insurance	93	\$1,795.57	\$4,339,319
Personal Care Products (18)	86	\$343.22	\$829,454
School Books and Supplies (19)	87	\$93.37	\$225,643
Smoking Products	91	\$388.44	\$938,736
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	89	\$3,892.43	\$9,406,759
Gasoline and Motor Oil	91	\$2,610.74	\$6,309,329
Vehicle Maintenance and Repairs	87	\$821.28	\$1,984,759
<b>Travel</b>			
Airline Fares	79	\$364.70	\$881,366
Lodging on Trips	86	\$373.17	\$901,827
Auto/Truck/Van Rental on Trips	79	\$29.40	\$71,051
Food and Drink on Trips	85	\$372.05	\$899,125

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March 27, 2012

Made with Esri Business Analyst



# Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Midland Crowd	34.4%	Population	13,371	13,970
Salt of the Earth	22.1%	Households	4,899	5,151
Green Acres	21.0%	Families	3,730	3,894
Crossroads	11.7%	Median Age	37.8	38.6
Rustbelt Traditions	10.9%	Median Household Income	\$54,202	\$59,971
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		61	\$1,455.50	\$7,131,044
Men's		57	\$262.28	\$1,285,016
Women's		54	\$450.41	\$2,206,729
Children's		68	\$271.41	\$1,329,742
Footwear		43	\$179.83	\$881,032
Watches & Jewelry		87	\$168.27	\$824,418
Apparel Products and Services (1)		132	\$123.30	\$604,106
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$167.52	\$820,726
Software and Accessories for Home Use		86	\$24.60	\$120,528
<b>Entertainment &amp; Recreation</b>		92	\$2,955.37	\$14,479,455
Fees and Admissions		86	\$529.53	\$2,594,356
Membership Fees for Clubs (2)		85	\$139.04	\$681,216
Fees for Participant Sports, excl. Trips		88	\$94.13	\$461,165
Admission to Movie/Theatre/Opera/Ballet		84	\$126.78	\$621,129
Admission to Sporting Events, excl. Trips		93	\$55.26	\$270,751
Fees for Recreational Lessons		83	\$113.82	\$557,646
Dating Services		65	\$0.50	\$2,450
TV/Video/Audio		90	\$1,114.21	\$5,458,937
Community Antenna or Cable TV		92	\$662.46	\$3,245,615
Televisions		89	\$172.33	\$844,288
VCRs, Video Cameras, and DVD Players		87	\$17.69	\$86,679
Video Cassettes and DVDs		88	\$46.26	\$226,618
Video and Computer Game Hardware and Software		92	\$51.06	\$250,173
Satellite Dishes		95	\$1.19	\$5,839
Rental of Video Cassettes and DVDs		90	\$36.94	\$181,002
Streaming/Downloaded Video		82	\$1.15	\$5,618
Audio (3)		81	\$119.06	\$583,340
Rental and Repair of TV/Radio/Sound Equipment		80	\$6.08	\$29,765
Pets		116	\$499.63	\$2,447,846
Toys and Games (4)		93	\$135.12	\$662,000
Recreational Vehicles and Fees (5)		90	\$290.31	\$1,422,356
Sports/Recreation/Exercise Equipment (6)		73	\$132.52	\$649,284
Photo Equipment and Supplies (7)		90	\$93.52	\$458,165
Reading (8)		89	\$137.65	\$674,414
Catered Affairs (9)		93	\$22.88	\$112,097
<b>Food</b>		89	\$6,846.89	\$33,545,425
Food at Home		89	\$3,976.73	\$19,483,431
Bakery and Cereal Products		90	\$537.11	\$2,631,497
Meats, Poultry, Fish, and Eggs		88	\$913.88	\$4,477,413
Dairy Products		90	\$447.51	\$2,192,527
Fruits and Vegetables		86	\$676.59	\$3,314,880
Snacks and Other Food at Home (10)		90	\$1,401.63	\$6,867,115
Food Away from Home		89	\$2,870.17	\$14,061,994
Alcoholic Beverages		86	\$490.72	\$2,404,200
Nonalcoholic Beverages at Home		89	\$391.80	\$1,919,584

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	88	\$1,526.01	\$7,476,490
Vehicle Loans	97	\$4,749.70	\$23,270,536
<b>Health</b>			
Nonprescription Drugs	94	\$96.91	\$474,788
Prescription Drugs	98	\$486.88	\$2,385,408
Eyeglasses and Contact Lenses	94	\$71.97	\$352,613
<b>Home</b>			
Mortgage Payment and Basics (11)	93	\$8,713.41	\$42,690,182
Maintenance and Remodeling Services	92	\$1,820.13	\$8,917,506
Maintenance and Remodeling Materials (12)	99	\$366.18	\$1,794,037
Utilities, Fuel, and Public Services	93	\$4,228.38	\$20,716,380
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$117.04	\$573,410
Furniture	87	\$523.20	\$2,563,322
Floor Coverings	93	\$69.43	\$340,154
Major Appliances (14)	95	\$287.30	\$1,407,583
Housewares (15)	77	\$66.14	\$324,034
Small Appliances	91	\$29.88	\$146,381
Luggage	88	\$8.11	\$39,724
Telephones and Accessories	59	\$25.24	\$123,663
<b>Household Operations</b>			
Child Care	88	\$408.31	\$2,000,475
Lawn and Garden (16)	94	\$394.29	\$1,931,782
Moving/Storage/Freight Express	74	\$44.76	\$219,303
Housekeeping Supplies (17)	92	\$648.27	\$3,176,110
<b>Insurance</b>			
Owners and Renters Insurance	101	\$466.67	\$2,286,408
Vehicle Insurance	91	\$1,058.21	\$5,184,558
Life/Other Insurance	98	\$410.13	\$2,009,383
Health Insurance	95	\$1,842.23	\$9,025,765
Personal Care Products (18)	90	\$358.15	\$1,754,702
School Books and Supplies (19)	90	\$95.66	\$468,692
Smoking Products	94	\$400.00	\$1,959,722
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	93	\$4,077.01	\$19,974,754
Gasoline and Motor Oil	95	\$2,728.18	\$13,366,368
Vehicle Maintenance and Repairs	90	\$852.83	\$4,178,302
<b>Travel</b>			
Airline Fares	81	\$373.34	\$1,829,137
Lodging on Trips	87	\$380.25	\$1,862,984
Auto/Truck/Van Rental on Trips	81	\$29.98	\$146,861
Food and Drink on Trips	88	\$381.76	\$1,870,373

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March 27, 2012

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# Retail Goods and Services Expenditures

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Ring: 5 miles radius

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Households		163	172
Families		119	124
Median Age		40.1	41.3
Median Household Income		\$54,930	\$60,228
		Spending Potential Index	Average Amount Spent
			Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	80	\$3.83	\$626
Gasoline	87	\$2,426.17	\$396,551
Motor Oil	83	\$9.82	\$1,605
Vehicle Parts/Equipment and Accessories	82	\$45.77	\$7,481
Tire Purchase/Replacement	87	\$125.13	\$20,452
Vehicle Audio/Video Equipment and Installation	77	\$5.49	\$898
Vehicle Cleaning Products and Services	85	\$6.88	\$1,125
<b>Services</b>			
Auto Repair Service Policy	84	\$13.92	\$2,276
Membership Fees for Automobile Service Clubs	88	\$19.27	\$3,150
Global Positioning Services	95	\$2.41	\$393
Vehicle Air Conditioning Repair	89	\$15.71	\$2,567
Vehicle Body Work and Painting	88	\$33.47	\$5,471
Vehicle Brake Work	90	\$71.02	\$11,608
Vehicle Clutch/Transmission Repair	81	\$37.21	\$6,082
Vehicle Cooling System Repair	84	\$24.49	\$4,003
Vehicle Drive Shaft and Rear-end Repair	85	\$7.32	\$1,197
Vehicle Electrical System Repair	87	\$30.02	\$4,906
Vehicle Exhaust System Repair	92	\$12.37	\$2,021
Vehicle Front End Alignment/Wheel Balance & Rotation	88	\$16.31	\$2,666
Lube/Oil Change and Oil Filters	91	\$81.32	\$13,292
Vehicle Motor Repair/Replacement	82	\$75.68	\$12,371
Vehicle Motor Tune-up	79	\$48.98	\$8,006
Vehicle Shock Absorber Replacement	94	\$6.24	\$1,020
Vehicle Steering/Front End Repair	92	\$25.59	\$4,183
Tire Repair and Other Repair Work	90	\$58.84	\$9,618

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015	
Population		6,452	6,723	
Households		2,417	2,533	
Families		1,803	1,877	
Median Age		38.4	39.4	
Median Household Income		\$53,069	\$58,526	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	87	\$4.17		\$10,077
Gasoline	91	\$2,549.56		\$6,161,479
Motor Oil	92	\$10.85		\$26,228
Vehicle Parts/Equipment and Accessories	86	\$47.93		\$115,842
Tire Purchase/Replacement	91	\$130.85		\$316,212
Vehicle Audio/Video Equipment and Installation	76	\$5.36		\$12,962
Vehicle Cleaning Products and Services	79	\$6.44		\$15,566
Services				
Auto Repair Service Policy	88	\$14.58		\$35,246
Membership Fees for Automobile Service Clubs	84	\$18.55		\$44,838
Global Positioning Services	92	\$2.32		\$5,618
Vehicle Air Conditioning Repair	89	\$15.66		\$37,844
Vehicle Body Work and Painting	87	\$33.11		\$80,008
Vehicle Brake Work	86	\$68.46		\$165,449
Vehicle Clutch/Transmission Repair	85	\$39.03		\$94,316
Vehicle Cooling System Repair	85	\$24.82		\$59,988
Vehicle Drive Shaft and Rear-end Repair	86	\$7.40		\$17,875
Vehicle Electrical System Repair	87	\$29.93		\$72,329
Vehicle Exhaust System Repair	88	\$11.75		\$28,398
Vehicle Front End Alignment/Wheel Balance & Rotation	88	\$16.37		\$39,556
Lube/Oil Change and Oil Filters	94	\$83.92		\$202,804
Vehicle Motor Repair/Replacement	83	\$76.39		\$184,600
Vehicle Motor Tune-up	78	\$47.95		\$115,885
Vehicle Shock Absorber Replacement	92	\$6.15		\$14,859
Vehicle Steering/Front End Repair	89	\$24.72		\$59,747
Tire Repair and Other Repair Work	89	\$57.62		\$139,239

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

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Demographic Summary		2010	2015
Population		13,371	13,970
Households		4,899	5,151
Families		3,730	3,894
Median Age		37.8	38.6
Median Household Income		\$54,202	\$59,971
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	93	\$4.42	\$21,674
Gasoline	95	\$2,663.38	\$13,048,860
Motor Oil	96	\$11.44	\$56,056
Vehicle Parts/Equipment and Accessories	90	\$50.12	\$245,567
Tire Purchase/Replacement	95	\$137.15	\$671,932
Vehicle Audio/Video Equipment and Installation	80	\$5.66	\$27,725
Vehicle Cleaning Products and Services	81	\$6.62	\$32,430
Services			
Auto Repair Service Policy	94	\$15.52	\$76,050
Membership Fees for Automobile Service Clubs	86	\$18.82	\$92,200
Global Positioning Services	92	\$2.33	\$11,415
Vehicle Air Conditioning Repair	92	\$16.24	\$79,569
Vehicle Body Work and Painting	89	\$34.01	\$166,622
Vehicle Brake Work	88	\$69.47	\$340,335
Vehicle Clutch/Transmission Repair	90	\$41.43	\$202,997
Vehicle Cooling System Repair	89	\$25.98	\$127,277
Vehicle Drive Shaft and Rear-end Repair	90	\$7.73	\$37,860
Vehicle Electrical System Repair	89	\$30.83	\$151,028
Vehicle Exhaust System Repair	88	\$11.81	\$57,884
Vehicle Front End Alignment/Wheel Balance & Rotation	91	\$16.82	\$82,426
Lube/Oil Change and Oil Filters	97	\$86.63	\$424,453
Vehicle Motor Repair/Replacement	87	\$80.32	\$393,499
Vehicle Motor Tune-up	82	\$50.59	\$247,839
Vehicle Shock Absorber Replacement	94	\$6.25	\$30,607
Vehicle Steering/Front End Repair	90	\$25.08	\$122,900
Tire Repair and Other Repair Work	90	\$58.79	\$288,018

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

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Demographic Summary		2010	2015
Population		452	473
Households		163	172
Families		119	124
Median Age		40.1	41.3
Median Household Income		\$54,930	\$60,228
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	95	\$5,467.62	\$893,669
Savings Accounts	95	\$12,511.68	\$2,045,003
U.S. Savings Bonds	104	\$426.54	\$69,716
Stocks, Bonds & Mutual Funds	102	\$39,900.53	\$6,521,641
Annual Changes			
Checking Accounts	86	\$225.21	\$36,810
Savings Accounts	96	\$374.02	\$61,133
U.S. Savings Bonds	197	\$4.71	\$771
Earnings			
Dividends, Royalties, Estates, Trusts	93	\$917.32	\$149,934
Interest from Savings Accounts or Bonds	91	\$832.24	\$136,028
Retirement Plan Contributions	98	\$1,345.56	\$219,929
Liabilities			
Original Mortgage Amount	88	\$18,829.94	\$3,077,707
Vehicle Loan Amount 1	84	\$2,297.33	\$375,494
Amount Paid: Interest			
Home Mortgage	92	\$4,289.46	\$701,102
Lump Sum Home Equity Loan	95	\$123.39	\$20,168
New Car/Truck/Van Loan	86	\$179.75	\$29,380
Used Car/Truck/Van Loan	84	\$136.63	\$22,332
Amount Paid: Principal			
Home Mortgage	97	\$1,915.46	\$313,077
Lump Sum Home Equity Loan	97	\$162.37	\$26,539
New Car/Truck/Van Loan	90	\$998.95	\$163,277
Used Car/Truck/Van Loan	87	\$657.23	\$107,422
Checking Account and Banking Service Charges	79	\$21.99	\$3,594
Finance Charges, excluding Mortgage/Vehicle	86	\$209.96	\$34,317

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**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

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Demographic Summary		2010	2015
Population		6,452	6,723
Households		2,417	2,533
Families		1,803	1,877
Median Age		38.4	39.4
Median Household Income		\$53,069	\$58,526
	Spending Potential Index	Average Amount Spent	Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	90	\$5,202.97	\$12,573,916
Savings Accounts	90	\$11,920.86	\$28,808,920
U.S. Savings Bonds	99	\$405.67	\$980,373
Stocks, Bonds & Mutual Funds	92	\$35,936.95	\$86,848,126
<b>Annual Changes</b>			
Checking Accounts	75	\$196.20	\$474,145
Savings Accounts	77	\$301.96	\$729,741
U.S. Savings Bonds	116	\$2.76	\$6,682
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	88	\$862.64	\$2,084,714
Interest from Savings Accounts or Bonds	87	\$796.52	\$1,924,943
Retirement Plan Contributions	92	\$1,260.72	\$3,046,769
<b>Liabilities</b>			
Original Mortgage Amount	82	\$17,565.32	\$42,449,758
Vehicle Loan Amount 1	90	\$2,451.01	\$5,923,310
<b>Amount Paid: Interest</b>			
Home Mortgage	88	\$4,078.68	\$9,856,859
Lump Sum Home Equity Loan	89	\$115.36	\$278,790
New Car/Truck/Van Loan	90	\$187.27	\$452,574
Used Car/Truck/Van Loan	92	\$149.04	\$360,185
<b>Amount Paid: Principal</b>			
Home Mortgage	92	\$1,819.61	\$4,397,410
Lump Sum Home Equity Loan	92	\$153.94	\$372,014
New Car/Truck/Van Loan	93	\$1,032.98	\$2,496,384
Used Car/Truck/Van Loan	94	\$715.33	\$1,728,725
Checking Account and Banking Service Charges	82	\$22.77	\$55,030
Finance Charges, excluding Mortgage/Vehicle	85	\$208.99	\$505,062

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**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Dela Palma Rd/SR 32  
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Demographic Summary		2010	2015	
Population		13,371	13,970	
Households		4,899	5,151	
Families		3,730	3,894	
Median Age		37.8	38.6	
Median Household Income		\$54,202	\$59,971	
		Spending Potential Index	Average Amount Spent	Total
Assets				
Market Value				
Checking Accounts		91	\$5,251.62	\$25,729,590
Savings Accounts		91	\$12,005.71	\$58,820,376
U.S. Savings Bonds		98	\$401.85	\$1,968,793
Stocks, Bonds & Mutual Funds		91	\$35,657.81	\$174,700,664
Annual Changes				
Checking Accounts		81	\$211.53	\$1,036,363
Savings Accounts		70	\$274.03	\$1,342,580
U.S. Savings Bonds		54	\$1.30	\$6,352
Earnings				
Dividends, Royalties, Estates, Trusts		88	\$867.20	\$4,248,727
Interest from Savings Accounts or Bonds		88	\$804.61	\$3,942,063
Retirement Plan Contributions		93	\$1,282.21	\$6,282,026
Liabilities				
Original Mortgage Amount		86	\$18,575.91	\$91,010,201
Vehicle Loan Amount 1		95	\$2,591.24	\$12,695,417
Amount Paid: Interest				
Home Mortgage		92	\$4,261.84	\$20,880,337
Lump Sum Home Equity Loan		91	\$117.76	\$576,947
New Car/Truck/Van Loan		95	\$197.88	\$969,469
Used Car/Truck/Van Loan		97	\$157.37	\$770,994
Amount Paid: Principal				
Home Mortgage		95	\$1,877.21	\$9,197,155
Lump Sum Home Equity Loan		94	\$156.51	\$766,824
New Car/Truck/Van Loan		97	\$1,082.57	\$5,303,901
Used Car/Truck/Van Loan		99	\$751.02	\$3,679,529
Checking Account and Banking Service Charges		86	\$23.84	\$116,779
Finance Charges, excluding Mortgage/Vehicle		88	\$216.07	\$1,058,582

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

2010 Housing Summary		2010 Demographic Summary		
Housing Units	172	Population	452	
2010-2015 Percent Change	7.26%	Households	163	
Percent Occupied	95.1%	Families	119	
Percent Owner HHs	71.9%	Median Age	40.1	
Median Home Value	\$164,706	Median Household Income	\$54,930	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		95	\$11,177.06	\$1,826,862
Mortgage Interest		92	\$4,289.46	\$701,102
Mortgage Principal		97	\$1,915.46	\$313,077
Property Taxes		99	\$2,187.32	\$357,512
Homeowners Insurance		95	\$428.31	\$70,007
Ground Rent		83	\$60.50	\$9,888
Maintenance and Remodeling Services		95	\$1,890.18	\$308,945
Maintenance and Remodeling Materials		95	\$351.69	\$57,482
Property Management and Security		79	\$67.74	\$11,071
Rented Dwellings		47	\$1,612.89	\$263,623
Rent		47	\$1,523.62	\$249,032
Rent Received as Pay		43	\$39.59	\$6,472
Renters' Insurance		61	\$8.01	\$1,309
Maintenance and Repair Services		54	\$11.47	\$1,874
Maintenance and Repair Materials		57	\$30.20	\$4,937
Owned Vacation Homes		89	\$414.25	\$67,708
Mortgage Payment		93	\$189.32	\$30,943
Property Taxes		92	\$104.02	\$17,002
Homeowners Insurance		93	\$13.74	\$2,245
Maintenance and Remodeling		79	\$91.49	\$14,953
Property Management and Security		92	\$15.69	\$2,564
Housing While Attending School		105	\$85.33	\$13,947
Household Operations		86	\$1,364.22	\$222,978
Child Care		86	\$395.90	\$64,708
Care for Elderly or Handicapped		119	\$85.83	\$14,029
Appliance Rental and Repair		94	\$22.91	\$3,745
Computer Information Services		88	\$213.45	\$34,888
Home Security System Services		89	\$23.23	\$3,797
Non-Apparel Household Laundry/Dry Cleaning		10	\$3.66	\$598
Housekeeping Services		85	\$130.43	\$21,318
Lawn and Garden		92	\$385.34	\$62,982
Moving/Storage/Freight Express		70	\$42.53	\$6,952
PC Repair (Personal Use)		80	\$7.08	\$1,158
Reupholstering/Furniture Repair		86	\$6.83	\$1,116
Termite/Pest Control		82	\$19.92	\$3,256
Water Softening Services		101	\$5.67	\$927
Internet Services Away from Home		83	\$2.22	\$362
Voice Over IP Service		85	\$5.68	\$928
Other Home Services (1)		90	\$20.65	\$3,376

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635

Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	88	\$3,965.69	\$648,182
Bottled Gas	97	\$65.93	\$10,776
Electricity	84	\$1,429.43	\$233,637
Fuel Oil	85	\$94.89	\$15,509
Natural Gas	101	\$657.61	\$107,484
Telephone Services	84	\$1,216.54	\$198,840
Water and Other Public Services	87	\$476.95	\$77,957
Coal/Wood/Other Fuel	88	\$7.55	\$1,235
<b>Housekeeping Supplies</b>	87	\$612.77	\$100,156
Laundry and Cleaning Supplies	84	\$160.65	\$26,258
Postage and Stationery	87	\$178.17	\$29,121
Other HH Products (2)	88	\$270.21	\$44,166
<b>Household Textiles</b>	87	\$116.11	\$18,978
Bathroom Linens	85	\$15.02	\$2,455
Bedroom Linens	86	\$53.12	\$8,682
Kitchen and Dining Room Linens	87	\$2.69	\$440
Curtains and Draperies	85	\$24.42	\$3,992
Slipcovers, Decorative Pillows	87	\$3.70	\$605
Materials for Slipcovers/Curtains	98	\$15.00	\$2,451
Other Linens	83	\$1.44	\$236
<b>Furniture</b>	86	\$515.87	\$84,318
Mattresses and Box Springs	80	\$64.03	\$10,466
Other Bedroom Furniture	80	\$85.96	\$14,049
Sofas	85	\$128.79	\$21,050
Living Room Tables and Chairs	88	\$72.88	\$11,913
Kitchen, Dining Room Furniture	86	\$53.48	\$8,742
Infant Furniture	88	\$9.86	\$1,611
Outdoor Furniture	103	\$27.44	\$4,485
Wall Units, Cabinets, Other Furniture (3)	88	\$70.30	\$11,490
<b>Major Appliances</b>	90	\$273.22	\$44,657
Dishwashers and Disposals	92	\$25.29	\$4,134
Refrigerators and Freezers	85	\$70.06	\$11,451
Clothes Washers	91	\$45.59	\$7,452
Clothes Dryers	95	\$36.09	\$5,898
Cooking Stoves and Ovens	93	\$43.71	\$7,144
Microwave Ovens	83	\$10.55	\$1,725
Window Air Conditioners	76	\$5.30	\$866
Electric Floor Cleaning Equipment	88	\$19.78	\$3,232
Sewing Machines and Miscellaneous Appliances	94	\$15.18	\$2,482

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	98	\$73.57	\$12,025
Housewares	75	\$64.38	\$10,522
Small Appliances	89	\$29.25	\$4,781
Window Coverings	88	\$34.04	\$5,564
Lamps and Other Lighting Fixtures	91	\$21.48	\$3,511
Infant Equipment	22	\$4.49	\$733
Rental of Furniture	55	\$2.54	\$415
Laundry and Cleaning Equipment	85	\$19.08	\$3,118
Closet and Storage Items	18	\$4.41	\$721
Luggage	93	\$8.60	\$1,406
Clocks and Other Household Decoratives	27	\$54.41	\$8,894
Telephones and Accessories	56	\$23.99	\$3,921
Telephone Answering Devices	86	\$0.72	\$118
Grills and Outdoor Equipment	22	\$11.80	\$1,929
Power Tools	82	\$26.26	\$4,292
Hand Tools	84	\$8.67	\$1,417
Office Furniture/Equipment for Home Use	91	\$14.94	\$2,442
Computers and Hardware for Home Use	86	\$164.73	\$26,925
Software and Accessories for Home Use	87	\$24.77	\$4,049
Other Household Items (4)	85	\$88.11	\$14,401

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

2010 Housing Summary		2010 Demographic Summary	
Housing Units	2,658	Population	6,452
2010-2015 Percent Change	6.51%	Households	2,417
Percent Occupied	90.9%	Families	1,803
Percent Owner HHs	75.7%	Median Age	38.4
Median Home Value	\$122,794	Median Household Income	\$53,069
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	90	\$10,635.66	\$25,702,998
Mortgage Interest	88	\$4,078.68	\$9,856,859
Mortgage Principal	92	\$1,819.61	\$4,397,410
Property Taxes	92	\$2,043.01	\$4,937,300
Homeowners Insurance	98	\$439.77	\$1,062,775
Ground Rent	89	\$64.76	\$156,514
Maintenance and Remodeling Services	89	\$1,774.70	\$4,288,874
Maintenance and Remodeling Materials	95	\$353.25	\$853,691
Property Management and Security	72	\$61.88	\$149,546
<b>Rented Dwellings</b>	53	\$1,814.03	\$4,383,942
Rent	53	\$1,711.63	\$4,136,461
Rent Received as Pay	54	\$49.66	\$120,004
Renters' Insurance	66	\$8.68	\$20,966
Maintenance and Repair Services	65	\$13.78	\$33,294
Maintenance and Repair Materials	57	\$30.30	\$73,217
<b>Owned Vacation Homes</b>	77	\$358.03	\$865,233
Mortgage Payment	80	\$163.68	\$395,566
Property Taxes	81	\$91.09	\$220,145
Homeowners Insurance	81	\$12.06	\$29,143
Maintenance and Remodeling	67	\$77.42	\$187,101
Property Management and Security	80	\$13.77	\$33,279
Housing While Attending School	97	\$79.10	\$191,164
<b>Household Operations</b>	85	\$1,343.49	\$3,246,777
Child Care	84	\$390.67	\$944,118
Care for Elderly or Handicapped	103	\$74.59	\$180,250
Appliance Rental and Repair	94	\$22.85	\$55,210
Computer Information Services	87	\$212.46	\$513,445
Home Security System Services	88	\$23.13	\$55,907
Non-Apparel Household Laundry/Dry Cleaning	10	\$3.82	\$9,228
Housekeeping Services	80	\$122.81	\$296,782
Lawn and Garden	91	\$381.75	\$922,577
Moving/Storage/Freight Express	69	\$41.97	\$101,423
PC Repair (Personal Use)	84	\$7.41	\$17,910
Reupholstering/Furniture Repair	82	\$6.47	\$15,644
Termite/Pest Control	90	\$22.01	\$53,202
Water Softening Services	112	\$6.31	\$15,247
Internet Services Away from Home	83	\$2.22	\$5,358
Voice Over IP Service	79	\$5.30	\$12,812
Other Home Services (1)	86	\$19.72	\$47,648

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	90	\$4,079.38	\$9,858,563
Bottled Gas	114	\$76.94	\$185,938
Electricity	91	\$1,536.67	\$3,713,640
Fuel Oil	83	\$93.33	\$225,543
Natural Gas	94	\$613.99	\$1,483,819
Telephone Services	88	\$1,265.80	\$3,059,035
Water and Other Public Services	88	\$483.42	\$1,168,265
Coal/Wood/Other Fuel	107	\$9.20	\$22,241
<b>Housekeeping Supplies</b>	89	\$624.32	\$1,508,774
Laundry and Cleaning Supplies	88	\$168.47	\$407,141
Postage and Stationery	88	\$179.14	\$432,935
Other HH Products (2)	90	\$276.70	\$668,687
<b>Household Textiles</b>	85	\$113.19	\$273,534
Bathroom Linens	84	\$14.88	\$35,956
Bedroom Linens	85	\$52.91	\$127,867
Kitchen and Dining Room Linens	84	\$2.61	\$6,297
Curtains and Draperies	80	\$23.19	\$56,051
Slipcovers, Decorative Pillows	86	\$3.68	\$8,887
Materials for Slipcovers/Curtains	95	\$14.55	\$35,154
Other Linens	79	\$1.38	\$3,323
<b>Furniture</b>	84	\$503.52	\$1,216,835
Mattresses and Box Springs	80	\$63.72	\$153,992
Other Bedroom Furniture	82	\$88.17	\$213,089
Sofas	81	\$123.32	\$298,031
Living Room Tables and Chairs	85	\$70.81	\$171,113
Kitchen, Dining Room Furniture	86	\$53.02	\$128,143
Infant Furniture	87	\$9.66	\$23,338
Outdoor Furniture	96	\$25.47	\$61,554
Wall Units, Cabinets, Other Furniture (3)	87	\$69.34	\$167,585
<b>Major Appliances</b>	91	\$276.68	\$668,643
Dishwashers and Disposals	91	\$24.82	\$59,976
Refrigerators and Freezers	90	\$73.53	\$177,690
Clothes Washers	94	\$46.96	\$113,483
Clothes Dryers	97	\$37.03	\$89,478
Cooking Stoves and Ovens	91	\$43.02	\$103,970
Microwave Ovens	83	\$10.59	\$25,604
Window Air Conditioners	84	\$5.90	\$14,267
Electric Floor Cleaning Equipment	88	\$19.92	\$48,151
Sewing Machines and Miscellaneous Appliances	92	\$14.90	\$36,016

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.0635  
Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	92	\$69.13	\$167,055
Housewares	74	\$63.71	\$153,959
Small Appliances	89	\$29.17	\$70,492
Window Coverings	77	\$29.87	\$72,188
Lamps and Other Lighting Fixtures	87	\$20.62	\$49,831
Infant Equipment	23	\$4.60	\$11,111
Rental of Furniture	68	\$3.16	\$7,641
Laundry and Cleaning Equipment	89	\$19.81	\$47,870
Closet and Storage Items	17	\$4.18	\$10,103
Luggage	86	\$7.97	\$19,267
Clocks and Other Household Decoratives	25	\$50.74	\$122,630
Telephones and Accessories	57	\$24.20	\$58,481
Telephone Answering Devices	92	\$0.77	\$1,867
Grills and Outdoor Equipment	21	\$11.26	\$27,202
Power Tools	82	\$26.29	\$63,546
Hand Tools	83	\$8.56	\$20,685
Office Furniture/Equipment for Home Use	89	\$14.50	\$35,034
Computers and Hardware for Home Use	85	\$162.10	\$391,741
Software and Accessories for Home Use	84	\$23.87	\$57,696
Other Household Items (4)	86	\$88.95	\$214,956

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

2010 Housing Summary		2010 Demographic Summary	
Housing Units	5,409	Population	13,371
2010-2015 Percent Change	6.85%	Households	4,899
Percent Occupied	90.6%	Families	3,730
Percent Owner HHs	80.0%	Median Age	37.8
Median Home Value	\$116,587	Median Household Income	\$54,202
		Spending Potential	Average Amount
		Index	Spent
			Total
Owned Dwellings		93	\$10,965.27
Mortgage Interest		92	\$4,261.84
Mortgage Principal		95	\$1,877.21
Property Taxes		93	\$2,050.18
Homeowners Insurance		102	\$457.78
Ground Rent		94	\$68.15
Maintenance and Remodeling Services		92	\$1,820.13
Maintenance and Remodeling Materials		99	\$366.18
Property Management and Security		74	\$63.32
Rented Dwellings		56	\$1,922.17
Rent		56	\$1,811.11
Rent Received as Pay		58	\$53.44
Renters' Insurance		69	\$8.99
Maintenance and Repair Services		70	\$14.89
Maintenance and Repair Materials		64	\$33.74
Owned Vacation Homes		77	\$359.07
Mortgage Payment		81	\$164.44
Property Taxes		80	\$89.69
Homeowners Insurance		80	\$11.85
Maintenance and Remodeling		68	\$79.37
Property Management and Security		80	\$13.73
Housing While Attending School		97	\$78.93
Household Operations		88	\$1,389.27
Child Care		88	\$408.31
Care for Elderly or Handicapped		97	\$70.10
Appliance Rental and Repair		96	\$23.47
Computer Information Services		90	\$219.76
Home Security System Services		93	\$24.33
Non-Apparel Household Laundry/Dry Cleaning		10	\$3.90
Housekeeping Services		83	\$127.59
Lawn and Garden		94	\$394.29
Moving/Storage/Freight Express		74	\$44.76
PC Repair (Personal Use)		88	\$7.78
Reupholstering/Furniture Repair		85	\$6.73
Termite/Pest Control		98	\$23.95
Water Softening Services		115	\$6.46
Internet Services Away from Home		87	\$2.33
Voice Over IP Service		78	\$5.22
Other Home Services (1)		88	\$20.03

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March 27, 2012





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	93	\$4,228.38	\$20,716,380
Bottled Gas	116	\$78.68	\$385,459
Electricity	95	\$1,618.23	\$7,928,283
Fuel Oil	80	\$90.09	\$441,406
Natural Gas	92	\$603.73	\$2,957,871
Telephone Services	91	\$1,321.33	\$6,473,677
Water and Other Public Services	93	\$507.41	\$2,485,975
Coal/Wood/Other Fuel	110	\$9.52	\$46,650
<b>Housekeeping Supplies</b>	92	\$648.27	\$3,176,110
Laundry and Cleaning Supplies	93	\$176.62	\$865,309
Postage and Stationery	91	\$185.00	\$906,392
Other HH Products (2)	94	\$286.78	\$1,405,058
<b>Household Textiles</b>	88	\$117.04	\$573,410
Bathroom Linens	87	\$15.47	\$75,785
Bedroom Linens	88	\$54.87	\$268,815
Kitchen and Dining Room Linens	88	\$2.71	\$13,274
Curtains and Draperies	84	\$24.11	\$118,126
Slipcovers, Decorative Pillows	89	\$3.80	\$18,601
Materials for Slipcovers/Curtains	96	\$14.69	\$71,950
Other Linens	81	\$1.42	\$6,975
<b>Furniture</b>	87	\$523.19	\$2,563,322
Mattresses and Box Springs	84	\$66.83	\$327,403
Other Bedroom Furniture	88	\$93.89	\$459,994
Sofas	84	\$126.75	\$621,013
Living Room Tables and Chairs	88	\$72.84	\$356,877
Kitchen, Dining Room Furniture	89	\$55.11	\$270,021
Infant Furniture	89	\$9.92	\$48,580
Outdoor Furniture	96	\$25.60	\$125,429
Wall Units, Cabinets, Other Furniture (3)	91	\$72.36	\$354,519
<b>Major Appliances</b>	95	\$287.30	\$1,407,583
Dishwashers and Disposals	93	\$25.59	\$125,353
Refrigerators and Freezers	95	\$77.63	\$380,324
Clothes Washers	98	\$48.87	\$239,414
Clothes Dryers	100	\$38.21	\$187,224
Cooking Stoves and Ovens	94	\$44.30	\$217,027
Microwave Ovens	86	\$10.97	\$53,729
Window Air Conditioners	88	\$6.15	\$30,123
Electric Floor Cleaning Equipment	91	\$20.51	\$100,481
Sewing Machines and Miscellaneous Appliances	94	\$15.15	\$74,206

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

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Latitude: 39.0635  
Longitude: -84.03196

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	93	\$69.43	\$340,154
Housewares	77	\$66.14	\$324,034
Small Appliances	91	\$29.88	\$146,381
Window Coverings	80	\$30.99	\$151,838
Lamps and Other Lighting Fixtures	90	\$21.14	\$103,555
Infant Equipment	24	\$4.85	\$23,757
Rental of Furniture	75	\$3.46	\$16,951
Laundry and Cleaning Equipment	93	\$20.71	\$101,463
Closet and Storage Items	17	\$4.25	\$20,815
Luggage	88	\$8.11	\$39,724
Clocks and Other Household Decoratives	25	\$51.60	\$252,805
Telephones and Accessories	59	\$25.24	\$123,663
Telephone Answering Devices	96	\$0.80	\$3,942
Grills and Outdoor Equipment	22	\$11.58	\$56,730
Power Tools	85	\$27.25	\$133,491
Hand Tools	85	\$8.77	\$42,987
Office Furniture/Equipment for Home Use	92	\$15.01	\$73,563
Computers and Hardware for Home Use	87	\$167.52	\$820,726
Software and Accessories for Home Use	86	\$24.60	\$120,528
Other Household Items (4)	89	\$92.42	\$452,793

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Households		163	172
Families		119	124
Median Household Income		\$54,930	\$60,228
Males per 100 Females		94.3	94.9
<b>Population By Age</b>			
Population <5 Years		6.0%	5.8%
Population 5-17 Years		18.2%	18.0%
Population 65+ Years		11.5%	13.1%
Median Age		40.1	41.3
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	90	\$3,357.15	\$548,717
<b>Medical Care</b>	89	\$1,601.23	\$261,717
Physician Services	89	\$201.44	\$32,925
Dental Services	89	\$290.83	\$47,535
Eyecare Services	91	\$45.60	\$7,453
Lab Tests, X-Rays	93	\$51.48	\$8,414
Hospital Room and Hospital Services	90	\$124.02	\$20,270
Convalescent or Nursing Home Care	69	\$16.02	\$2,618
Other Medical services (1)	98	\$109.36	\$17,875
Nonprescription Drugs	84	\$87.10	\$14,237
Prescription Drugs	90	\$448.36	\$73,284
Nonprescription Vitamins	85	\$47.99	\$7,843
Medicare Prescription Drug Premium	81	\$40.34	\$6,593
Eyeglasses and Contact Lenses	95	\$73.44	\$12,004
Hearing Aids	76	\$16.58	\$2,710
Medical Equipment for General Use	93	\$5.87	\$959
Other Medical Supplies (2)	91	\$46.53	\$7,605
<b>Health Insurance</b>	90	\$1,746.09	\$285,393
Blue Cross/Blue Shield	91	\$511.56	\$83,614
Commercial Health Insurance	97	\$364.42	\$59,564
Health Maintenance Organization	88	\$292.84	\$47,864
Medicare Payments	82	\$339.70	\$55,523
Long Term Care Insurance	90	\$75.27	\$12,303
Other Health Insurance (3)	90	\$151.63	\$24,783

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**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		6,452	6,723
Households		2,417	2,533
Families		1,803	1,877
Median Household Income		\$53,069	\$58,526
Males per 100 Females		97.4	98.0
<b>Population By Age</b>			
Population <5 Years		6.6%	6.3%
Population 5-17 Years		18.3%	18.1%
Population 65+ Years		10.9%	12.7%
Median Age		38.4	39.4
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	92	\$3,433.89	\$8,298,613
<b>Medical Care</b>	91	\$1,638.29	\$3,959,227
Physician Services	91	\$205.77	\$497,288
Dental Services	87	\$284.42	\$687,363
Eyecare Services	93	\$46.47	\$112,301
Lab Tests, X-Rays	97	\$53.26	\$128,716
Hospital Room and Hospital Services	94	\$128.94	\$311,614
Convalescent or Nursing Home Care	61	\$14.00	\$33,839
Other Medical services (1)	95	\$106.44	\$257,221
Nonprescription Drugs	90	\$92.59	\$223,760
Prescription Drugs	95	\$472.46	\$1,141,782
Nonprescription Vitamins	87	\$49.38	\$119,342
Medicare Prescription Drug Premium	88	\$43.88	\$106,053
Eyeglasses and Contact Lenses	92	\$70.90	\$171,349
Hearing Aids	79	\$17.29	\$41,785
Medical Equipment for General Use	96	\$6.09	\$14,729
Other Medical Supplies (2)	91	\$46.39	\$112,119
<b>Health Insurance</b>	93	\$1,795.57	\$4,339,319
Blue Cross/Blue Shield	95	\$532.38	\$1,286,594
Commercial Health Insurance	97	\$361.43	\$873,461
Health Maintenance Organization	87	\$290.69	\$702,505
Medicare Payments	90	\$370.00	\$894,165
Long Term Care Insurance	90	\$75.18	\$181,693
Other Health Insurance (3)	98	\$165.85	\$400,808

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**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



# Medical Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.0635  
Longitude: -84.03196

Demographic Summary		2010	2015
Population		13,371	13,970
Households		4,899	5,151
Families		3,730	3,894
Median Household Income		\$54,202	\$59,971
Males per 100 Females		99.2	99.7
<b>Population By Age</b>			
Population <5 Years		6.9%	6.6%
Population 5-17 Years		18.4%	18.3%
Population 65+ Years		10.5%	12.3%
Median Age		37.8	38.6
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	95	\$3,528.34	\$17,286,632
<b>Medical Care</b>	94	\$1,686.46	\$8,262,599
Physician Services	94	\$213.35	\$1,045,290
Dental Services	89	\$290.80	\$1,424,721
Eyecare Services	96	\$47.97	\$235,046
Lab Tests, X-Rays	100	\$55.19	\$270,400
Hospital Room and Hospital Services	98	\$134.32	\$658,071
Convalescent or Nursing Home Care	60	\$13.90	\$68,111
Other Medical services (1)	96	\$107.74	\$527,859
Nonprescription Drugs	94	\$96.91	\$474,788
Prescription Drugs	98	\$486.88	\$2,385,408
Nonprescription Vitamins	91	\$51.27	\$251,180
Medicare Prescription Drug Premium	90	\$44.51	\$218,074
Eyeglasses and Contact Lenses	94	\$71.97	\$352,613
Hearing Aids	82	\$17.74	\$86,937
Medical Equipment for General Use	101	\$6.36	\$31,155
Other Medical Supplies (2)	93	\$47.41	\$232,269
<b>Health Insurance</b>	95	\$1,842.23	\$9,025,765
Blue Cross/Blue Shield	98	\$550.12	\$2,695,250
Commercial Health Insurance	99	\$369.46	\$1,810,143
Health Maintenance Organization	90	\$299.88	\$1,469,231
Medicare Payments	92	\$377.88	\$1,851,396
Long Term Care Insurance	92	\$76.79	\$376,207
Other Health Insurance (3)	100	\$168.48	\$825,446

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**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Dela Palma Rd/SR 32  
4457 Dela Palma Rd, Williamsburg, OH, 45176  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.0635

Longitude: -84.03196

Demographic Summary		2010	2015
Population		452	473
Households		163	172
Families		119	124
Median Age		40.1	41.3
Median Household Income		\$54,930	\$60,228
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	92	\$567.12	\$92,694
Admission to Movies, Theater, Opera, Ballet	87	\$131.32	\$21,463
Admission to Sporting Events, excl.Trips	96	\$57.16	\$9,342
Fees for Participant Sports, excl.Trips	92	\$97.78	\$15,982
Fees for Recreational Lessons	94	\$128.43	\$20,991
Membership Fees for Social/Recreation/Civic Clubs	93	\$151.88	\$24,825
Dating Services	72	\$0.55	\$90
Rental of Video Cassettes and DVDs	87	\$35.74	\$5,842
<b>Toys &amp; Games</b>	88	\$128.23	\$20,959
Toys and Playground Equipment	88	\$123.98	\$20,264
Play Arcade Pinball/Video Games	86	\$1.63	\$267
Online Entertainment and Games	79	\$1.84	\$300
<b>Recreational Vehicles and Fees</b>	86	\$277.91	\$45,424
Docking and Landing Fees for Boats and Planes	97	\$6.89	\$1,127
Camp Fees	101	\$29.10	\$4,757
Purchase of RVs or Boats	84	\$233.13	\$38,105
Rental of RVs or Boats	83	\$7.10	\$1,161
<b>Sports, Recreation and Exercise Equipment</b>	71	\$129.09	\$21,100
Exercise Equipment and Gear, Game Tables	75	\$61.25	\$10,011
Bicycles	87	\$17.24	\$2,818
Camping Equipment	36	\$5.17	\$844
Hunting and Fishing Equipment	55	\$20.96	\$3,427
Winter Sports Equipment	79	\$5.12	\$836
Water Sports Equipment	93	\$6.19	\$1,012
Other Sports Equipment	98	\$9.29	\$1,518
Rental/Repair of Sports/Recreation/Exercise Equipment	77	\$3.10	\$506
<b>Photographic Equipment and Supplies</b>	92	\$94.99	\$15,526
Film	88	\$6.51	\$1,065
Film Processing	96	\$21.48	\$3,510
Photographic Equipment	90	\$38.38	\$6,273
Photographer Fees/Other Supplies & Equip Rental/Repair	91	\$28.17	\$4,605
<b>Reading</b>	92	\$142.05	\$23,218
Magazine/Newspaper Subscriptions	96	\$60.67	\$9,916
Magazine/Newspaper Single Copies	88	\$16.89	\$2,761
Books	88	\$63.63	\$10,400

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

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Demographic Summary		2010	2015
Population		6,452	6,723
Households		2,417	2,533
Families		1,803	1,877
Median Age		38.4	39.4
Median Household Income		\$53,069	\$58,526
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	84	\$520.88	\$1,258,794
Admission to Movies, Theater, Opera, Ballet	81	\$123.50	\$298,457
Admission to Sporting Events, excl.Trips	91	\$54.20	\$130,984
Fees for Participant Sports, excl.Trips	86	\$91.79	\$221,823
Fees for Recreational Lessons	83	\$112.94	\$272,939
Membership Fees for Social/Recreation/Civic Clubs	84	\$137.95	\$333,372
Dating Services	65	\$0.50	\$1,219
Rental of Video Cassettes and DVDs	87	\$35.70	\$86,280
<b>Toys &amp; Games</b>	90	\$130.36	\$315,028
Toys and Playground Equipment	90	\$126.94	\$306,780
Play Arcade Pinball/Video Games	82	\$1.56	\$3,766
Online Entertainment and Games	80	\$1.85	\$4,479
<b>Recreational Vehicles and Fees</b>	86	\$277.15	\$669,778
Docking and Landing Fees for Boats and Planes	87	\$6.20	\$14,980
Camp Fees	90	\$25.98	\$62,783
Purchase of RVs or Boats	86	\$238.43	\$576,211
Rental of RVs or Boats	76	\$6.54	\$15,794
<b>Sports, Recreation and Exercise Equipment</b>	71	\$127.94	\$309,192
Exercise Equipment and Gear, Game Tables	75	\$61.35	\$148,256
Bicycles	80	\$15.86	\$38,329
Camping Equipment	36	\$5.18	\$12,512
Hunting and Fishing Equipment	58	\$22.33	\$53,960
Winter Sports Equipment	75	\$4.85	\$11,721
Water Sports Equipment	96	\$6.41	\$15,489
Other Sports Equipment	95	\$9.01	\$21,772
Rental/Repair of Sports/Recreation/Exercise Equipment	74	\$2.96	\$7,150
<b>Photographic Equipment and Supplies</b>	88	\$91.38	\$220,833
Film	92	\$6.74	\$16,300
Film Processing	93	\$20.93	\$50,592
Photographic Equipment	86	\$36.61	\$88,466
Photographer Fees/Other Supplies & Equip Rental/Repair	88	\$27.09	\$65,475
<b>Reading</b>	88	\$136.09	\$328,875
Magazine/Newspaper Subscriptions	92	\$58.48	\$141,326
Magazine/Newspaper Single Copies	89	\$17.04	\$41,183
Books	84	\$60.56	\$146,361

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

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Demographic Summary		2010	2015
Population		13,371	13,970
Households		4,899	5,151
Families		3,730	3,894
Median Age		37.8	38.6
Median Household Income		\$54,202	\$59,971
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	86	\$529.53	\$2,594,356
Admission to Movies, Theater, Opera, Ballet	84	\$126.78	\$621,129
Admission to Sporting Events, excl.Trips	93	\$55.26	\$270,751
Fees for Participant Sports, excl.Trips	88	\$94.13	\$461,165
Fees for Recreational Lessons	83	\$113.82	\$557,646
Membership Fees for Social/Recreation/Civic Clubs	85	\$139.04	\$681,216
Dating Services	65	\$0.50	\$2,450
Rental of Video Cassettes and DVDs	90	\$36.94	\$181,002
<b>Toys &amp; Games</b>	93	\$135.12	\$662,000
Toys and Playground Equipment	93	\$131.66	\$645,039
Play Arcade Pinball/Video Games	83	\$1.58	\$7,729
Online Entertainment and Games	82	\$1.91	\$9,368
<b>Recreational Vehicles and Fees</b>	90	\$290.31	\$1,422,356
Docking and Landing Fees for Boats and Planes	87	\$6.16	\$30,188
Camp Fees	89	\$25.74	\$126,110
Purchase of RVs or Boats	90	\$251.70	\$1,233,153
Rental of RVs or Boats	79	\$6.78	\$33,215
<b>Sports, Recreation and Exercise Equipment</b>	73	\$132.52	\$649,284
Exercise Equipment and Gear, Game Tables	78	\$63.83	\$312,739
Bicycles	81	\$16.11	\$78,938
Camping Equipment	37	\$5.41	\$26,526
Hunting and Fishing Equipment	61	\$23.33	\$114,294
Winter Sports Equipment	78	\$5.03	\$24,630
Water Sports Equipment	98	\$6.57	\$32,169
Other Sports Equipment	96	\$9.09	\$44,537
Rental/Repair of Sports/Recreation/Exercise Equipment	80	\$3.18	\$15,587
<b>Photographic Equipment and Supplies</b>	90	\$93.52	\$458,165
Film	95	\$6.97	\$34,139
Film Processing	94	\$21.22	\$103,942
Photographic Equipment	87	\$37.41	\$183,286
Photographer Fees/Other Supplies & Equip Rental/Repair	90	\$27.94	\$136,870
<b>Reading</b>	89	\$137.65	\$674,414
Magazine/Newspaper Subscriptions	93	\$58.67	\$287,447
Magazine/Newspaper Single Copies	90	\$17.22	\$84,345
Books	85	\$61.80	\$302,765

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